

AMERICAN

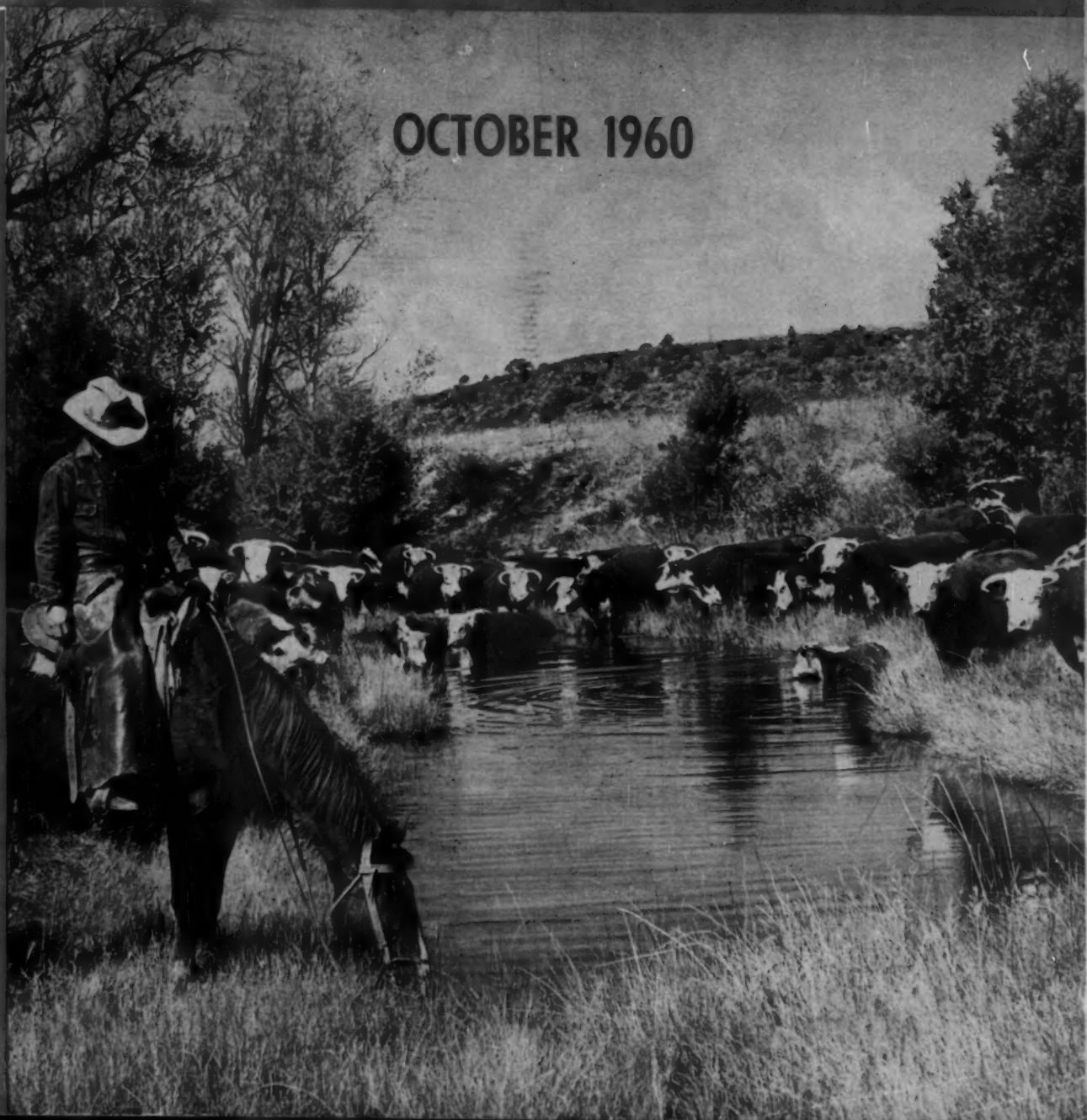
Coyotes and Gophers

LOOK WHO TALKS

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

OCTOBER 1960



2 NEW NOCONAS

The RANCHER

In Nocona's New
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"SUNSET GOLD"

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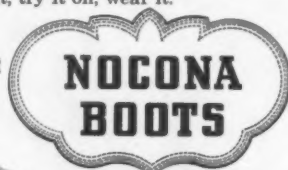
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TO THE
EDITOR

STILL DRY—Our cattle look good this fall and calves will be shipped to Illinois on Oct. 20. The country is still dry. Had good rain in early September but not enough—Ray Tuggle, Pryor, Mont.

PICTURE CREDITS—Cover, Bob Taylor, Cordell, Okla.; p. 6, Bureau of Sport Fisheries and Wildlife—gopher by Bob Hines; p. 10, Nat'l Beef Council; p. 16, Farm Journal; p. 21, Amer. Angus Ass'n; p. 22, Amer. Hereford Ass'n.

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Protection from Fall Livestock Losses!

Nearby Franklin Dealers Can Supply These Proven Products

Safeguard Your Stock from LEPTO



With
FRANKLIN
LEPTOSPIRA
POMONA
BACTERIN

Leptospirosis "Lepto"

as it is commonly called, is not a new disease in this country, but has reached economic importance during the past few years. Its spread has been rapid and it has been found in cattle and swine herds in almost all parts of the country.

Symptoms of "lepto" are varied, often being confused with those of other diseases. When noted, initial symptoms are a rapid rise in temperature, depression and lack of appetite. Urine may be coffee-colored and blood-streaked. The animal may become anemic. Dairy animals may show a decided drop in milk production. In beef cattle on the range, the disease may be so mild as to be unnoticed. Abortion explosions in cattle herds are often the first indication that the cattle may be infected.

Control measures should consist of avoiding conditions that provide contact with carrier animals. Replacement animals should be isolated for several weeks. A sound vaccination program is the key to successful control of leptospirosis. All animals in the herd should be vaccinated when located in areas where the disease has been diagnosed. Better protection will be obtained when animals are vaccinated a week or ten days prior to possible exposure. Herds should be revaccinated annually.

FRANKLIN LEPTOSPIRA
POMONA BACTERIN
gives dependable immunity.

FRANKLIN Protective Products Minimize Losses from Shipping Fever



First step for prevention at this time of year is a dose of
FRANKLIN
Corynebacterium
Pasteurella Bacterin

about 2 weeks before weaning or shipping. Calves not vaccinated in the spring should get a second dose about a week later.

This provides strong resistance against the Hem-Sep factor. Avoid exhaustion, chilling and excessive dust, all of which contribute to the pneumonia factor.

A further safeguard is a shot of Franklin Penicillin usually given at destination.

Should shipping fever symptoms appear treat promptly with **FRANKLIN TRI-SULFA**. In severe cases combine Tri-Sulfa with Penicillin - Dihydrostreptomycin thus getting effective anti-bacterial action against a wide range of the bacteria commonly involved in shipping fever.

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(Calves, Lambs, Pigs & Cattle)

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(In All Species)

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Get rid of these blood-sucking lice that rob you of costly weight gains. one gallon in 150 gallons of water for spray. Mix one gallon with 12 gallons of fuel oil for use on Back-Rubbers.

VOTE!

HOW MANY FOLKS do you know who have a smattering of knowledge of ranching and farming AS IT WAS, but haven't the slightest idea of what has happened in the past couple of decades to make it into one of the most complex industries in our nation?

Analyze your own knowledge. Sure, you know what has happened in the beef business. Or, at least you are trying to keep pace with the fast shifts in production, feeding and marketing techniques and patterns. But are you really aware of what today's "agri-industry" has become?

With only a dwindling percentage of our population still "close to the soil," more and more of our decisions will be made by urban voices and voters. Our national legislative seats will be occupied by an increasing majority of "city boys," most several generations removed from ranching or farming. Of even more concern is the belated, but inevitable, shift to an urban influence in our local and state governments.

The days of the "rugged individual" may be sharply numbered. Yes, he can make the minor decisions about his own operations, but, like the hen-pecked husband with the domineering wife, someone else may make the major decisions for him.

NAME ANY FIELD of close interest to agriculture and the actual living and working conditions of its people. See if someone else isn't sitting in a position to give rural people a rough time through a

"cheap-food" policy, a "cities-are-downtrodden" attitude, or a "people, not cows, vote" philosophy.

Think about local and national taxation, about zoning and regulations against smell and sanitation, about education, recreation, government financing, roads and transportation, etc. Think of all the areas of our life over which somebody else has control—and in some cases perhaps through our own "default," because we failed, as individuals and groups, to do two things:

Cast our own ballots and to take an active part in the political affairs of our community, state and nation.

And to educate our lawmakers so that they'll be able to make practical decisions of help to agriculture.

* * *

NOV. 8 is only a few weeks away. Political experts consider the "farm vote" as non-important numerically, but mighty potent as a bloc because of its tendency to shift with conditions, to "swing" against or for something or somebody. Happily, ranchers and farmers are least tied up in party machinery and do tend to look to the man or the issue most important to them. But these experts also point out that the farm vote doesn't always turn out all the time—the weather, weaning calves or just plain apathy may interfere with their journeys to the polls.

Agriculture must not "default" at the polls and expect others not to be making its major decisions.

The Farm Problem

AS THE ELECTION nears, we hear more and more about how the farm problem is to be solved.

The proposals are many and varied. They include crop volume control, higher parity, higher supports, more use of surpluses at home and abroad, payments in kind for not growing crops, less regimentation, more controls, supports without controls, research to find uses for government-held commodities, expanded conservation reserves, etc.

We have said very little in these columns about farm programs, either pro or con. The truth is, we don't know the answer to the farm problem.

But as for the cattle industry, there is no question. The cattlemen will continue to hold to their policy of wanting no supports and no controls on their product.

* * *

FARM PROGRAMS have had their effect on the cattle business, without a doubt. And when the effect becomes obvious, the cattlemen must speak out.

There has been a growing tendency, because of burdensome build-up of surpluses of agricultural products under supports, to look to livestock as a means of disposing of surpluses in the form of feed, to shunt the government farm problem onto the cattle industry. To this we most strenuously object.

In the above list of remedies being offered, we can see at least two proposals that could be damaging to the cattle industry. One of them is the "payment in kind" idea, which could release a lot of surplus feed and thus throw cattle numbers wholly out of balance.

Another is the "expanded conservation reserve", which if not continually policed could also upset cattle raising.

Candidates for office, as well as lawmakers generally, in their zeal to do something for the farmer, must scrutinize these plans carefully. An industry that wants to continue to remain free of government entanglements (and, incidentally, save money) certainly should not have to be the one to pay the way out of the farm dilemma.

64th Convention

BE THERE to have a voice in your own affairs!

The American National invites all cattlemen to its 64th annual convention in Salt Lake City, Jan. 25-28.

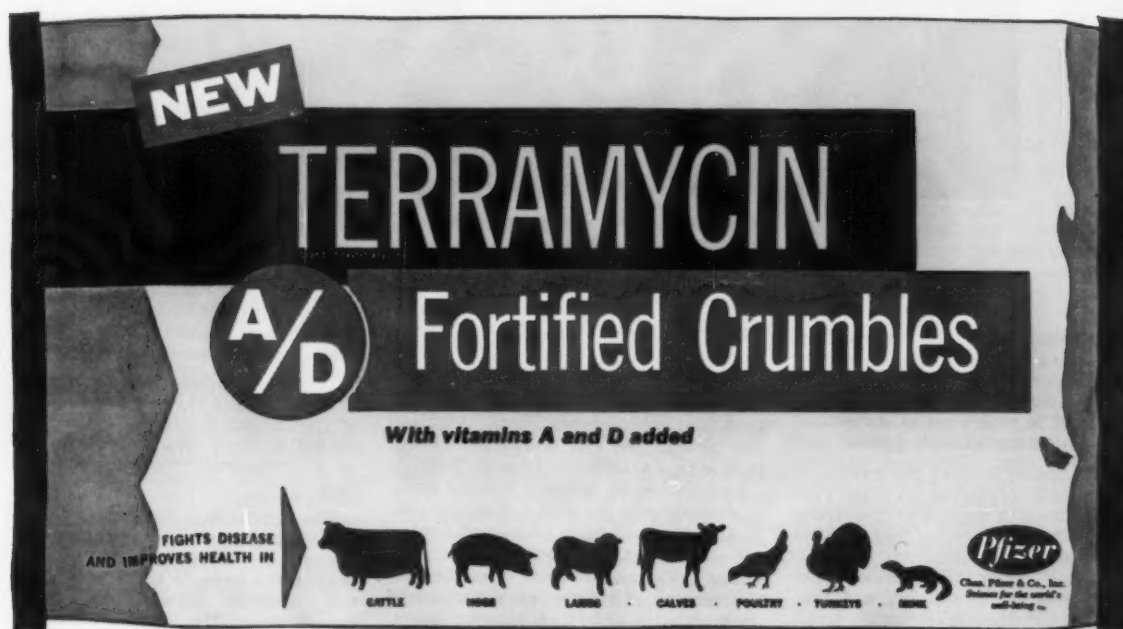
Theme of the meeting will be "Marketing Our Products." Outstanding speakers are being invited to participate in developing this theme, which recognizes the growing interest of cattlemen over the "total sale."

Program topics will include sportsman-landowner relationships, administration of public lands, discussion of leather and beef promotion, livestock marketing, new processing and merchandising techniques.

Convention headquarters—Hotel Utah and Hotel Utah Motor Lodge—are booked solid, but plenty of rooms are available in nearby hotels and motels.

Make your reservations to: The Housing Committee, c/o Chamber of Commerce, Box 329, Salt Lake City 10, Utah.

- Potent new way to fight shipping fever without a change in your regular feeding programs
- Contains 160,000 units of vitamin A and 16,000 units of vitamin D per lb.—all at no extra cost!
- Concentrated: a little goes a long way



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Terramycin A/D Fortified Crumbles have high levels of the potent antibiotic Terramycin. Besides powerful action against shipping fever, Terramycin works against other common cattle diseases and against mixed bacterial infections.

High Levels of Vitamins—Large amounts of vitamin A help make up any shortages that may exist in cattle coming into the feedlot . . . or boost intake when stress or disease hits. Vitamin D helps in bone development and assimilation of calcium & phosphorus.

Terramycin Crumbles are available at your animal health supplier's now. Get some today. Complete feeding recommendations are on the bag. And Terramycin A/D Fortified Crumbles can be used for dairy cattle too!

Of Gophers and Coyotes



The Coyote in Hunting Pose.

By WELDON B. ROBINSON and VAN T. HARRIS

Biologists, Wildlife Research Center Bureau of Sport Fisheries and Wildlife, Denver

In the September 1956 issue of the *Producer*, the senior author reviewed the scientific theories pertaining to the effectiveness of rodent control by coyotes—a field in which scientists as well as ranchers do not always agree.

One viewpoint is that the coyote in eating rodents performs an important service in limiting the numbers of these pests. Another theory is that habitat (meaning all living conditions, especially food and cover) determines how many rodents there will be, and that coyotes while they eat these small mammals exert relatively little influence on their numbers.

An analogy might be the claim that we and thousands of others are reducing the cattle herds by eating beef. The cattleman will tell us that his production facilities have much to do with determining how many cattle there will be and that, under favorable conditions, production can be geared to demand.

Rodent-and-coyote-wise, it boils down to this: Does the coyote in eating rodents actually reduce their breeding populations? Or does he, by eating rodents, merely make room for Mother Nature—according to her production facilities and her market—to raise more of these small animals and permit them to live?

These theories can be debated endlessly without settling anything. The answers must come from scientific studies, and fortunately the subject of predation is receiving increasing attention. Although there are still many missing parts in the coyote-rodent relationship puzzle, more facts are slowly becoming available to help clarify the situation.

In Colorado the pocket gopher has been pinpointed by cattlemen and other land-users as a particularly troublesome rodent, and there has been some concern that coyote control activities were contributing to this and other rodent problems. In 1954 the Denver Wildlife Research Center began a limited study to demonstrate the effect of coyote control, or the lack of it, on pocket gopher populations. Cattlemen in Gunnison County, Colorado, were discontinuing the control of coyotes on a portion of their ranges and their stockgrowers' association had requested that an appraisal be made to determine what effect this would have on gopher numbers. This was one of several studies carried out by the Bureau of Sport Fisheries and Wildlife as part of an over-all program of research on the pocket gopher problem conducted jointly with Colorado State University Agricultural Experiment Station and the Rocky Mountain Forest and Range Experiment Station of the U. S. Forest Service.

In undertaking this study no attempt was made to determine if coyotes ate pocket gophers, as that fact has been well established by many researchers. For example, in 1941 Charles C. Sperry reported on his examination of 8,339 coyote stomachs collected in 17 western states in all months of the year over a five-year period. He found that 33% of the items eaten were rabbits, 18% were rodents, and the two together made up 51% of the coyote's food. Pocket gophers were found in the stomachs of 4% of Sperry's 8,000 plus coyotes and comprised 1.6% of their total food. In some localities pocket gophers were seldom taken, while in other areas

they formed a more important part of the coyote's diet.

The examinations have revealed what coyotes eat and the relative importance of the various foods, but cannot be expected to show what effect the coyote as a "consumer" has on rodent numbers.

The approach taken in the Gunnison study was simply to count pocket gophers in certain locations year after year and correlate these records with the population trends of coyotes. This was done on the cattle ranges where coyotes were not to be controlled as well as in adjoining localities (generally sheep ranges with some grazing by horses and cattle) where coyote control was continued.

Gophers were counted by staking out certain acres—six in the "coyote non-control area" and seven in the "coyote controlled area"—and vigorously trapping the gophers in each acre for two days. This procedure removed practically all the gophers from each plot before there could be much inward movement of other animals from surrounding areas. Each acre was trapped



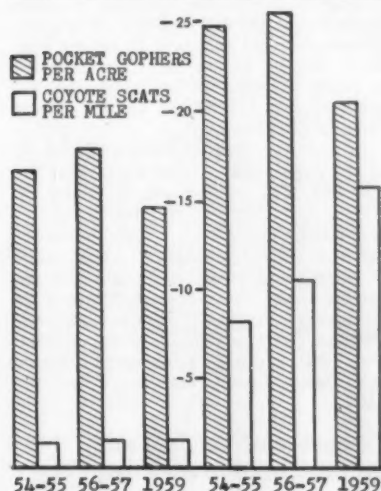
The pocket gopher—No. 1 rodent pest in many parts of the West.

every other year to allow ample time for the rodent populations to become re-established before the next count.

The population trends of coyotes were determined by counting their droppings (scats) each year along specified mountain trails—20 miles of trails in the coyote noncontrol area and 25 miles of trails in the coyote-controlled area. This procedure, of course, did not disclose how many coyotes were present, but it did permit a comparison of their relative numbers and population trends in each area.

The results over the six-year period from 1954 through 1959 are summarized in the accompanying table and graph. Consider first the relative abundance of coyotes as depicted in the graph. The open bars show that coyotes were more numerous in the noncontrol area the first year, and that they increased in numbers during each of the following periods. By 1959 they could be considered quite plentiful. In the area where control was continued, coyotes were relatively scarce at the beginning of the study, and their numbers remained about the same throughout the six-year period. In the final year there were approximately 10 times as many coyotes in the noncontrol area as in the control area.

The shaded bars of the graph represent the average numbers of pocket gophers trapped per acre. It can readily be seen that the populations fluctuated similarly in both areas: gopher numbers increased from 1954-55 to 1956-57 and then dropped below the original level by 1959. The decline during the latter period cannot be attributed to coyote predation as it occurred in both areas. Furthermore, gopher populations decreased in other mountainous localities of Colorado during the same period.



COYOTE NONCONTROL AREA | **COYOTE CONTROL AREA**

Comparison of numbers of pocket gophers per acre and coyote scats per mile on study areas in Gunnison County, Colo.

POCKET GOPHER AND COYOTE POPULATION

Trends in Gunnison County, Colorado, Study Areas

Year	Coyote Noncontrol Area		Coyote Controlled Area	
	Pocket Gophers per Acre	Coyote Scats per Mile	Pocket Gophers per Acre	Coyote Scats per Mile
1954-1955	24.8	8.1	16.7	1.3
1956-1957	25.5	10.5	17.9	1.5
1959	20.5	15.7	14.7	1.5

The graph clearly shows that there is no correlation between the numbers of coyotes and pocket gophers; the conclusion, therefore, must be that coyotes did not control pocket gophers under the conditions of this study. This conclusion is based upon (1) the fact that pocket gopher numbers on the average changed to a similar degree where coyotes were controlled and where control was stopped; and (2) the fact that at each individual plot where pocket gophers were trapped, there was no consistent pattern of pocket gopher decrease with coyote increase or of maintenance of gopher numbers where coyotes were scarce.

A major difficulty in studying and understanding predator-prey relationships is that many factors combine to determine the population level of any one species, and it is seldom possible to consider one factor and not others. As an example, in the Gunnison study plots there were more pocket gophers to start with where coyotes were more abundant. This doubtless was due to influences which were not studied, such as amounts and kinds of vegetation which provide food and cover for rodents and directly affect their numbers; soil conditions which determine how successfully pocket gophers can establish their underground burrows; diseases, rodent cycles, and the weather which may vary in intensity within short distances; and the numbers of other predators which also prey on gophers. Had the study areas been exactly alike in all respects except coyote abundance, there would be no need to study the other factors as any difference in pocket gopher numbers then could be attributed to the difference in coyote numbers. However, identical conditions did not exist over all parts of the Gunnison ranges—and probably never can be found over any area large enough for a study of the effects of predation by a wide-ranging species such as the coyote.

Since all other influences were bypassed in the Gunnison study and consideration was given only to population trends of coyotes and pocket gophers under conditions which were not identical, caution should be used in applying the findings to other areas where the same conditions do not exist. More detailed coyote-rodent relationship studies are being carried out by the Denver Wildlife Research Center under the leadership of the junior author and by other agencies. As these studies progress, the relationships between predators and rodents and the reasons that rodents become overly abundant under so many conditions

will become better understood. The desired data, however, are not easy to come by, and several years of intensive and expanding research will be necessary to provide the answers we are all seeking. In the meantime, the records from the Gunnison area are submitted as the case history of one instance in which coyote control has been discontinued for a six-year period and the effect on one rodent species—pocket gophers—has been recorded.

Report Shows Meat Board Program Broad and Varied

The broad program of the National Live Stock and Meat Board to step up demand for meat, as summarized from a recent Board report covering the fiscal year 1959-60, includes these activities:

232 programs on 95 television stations, 353 programs on 131 radio stations and a number of broadcasts and telecasts on regional and nation-wide networks. 52 television stations showed the Board's 15-minute meat movies and shorter television meat features 146 times. "Mary Blaine Time," a 15-minute transcribed radio program featuring meat, aired over 159 stations. Scripts on meat care, cookery, recipes, menus and nutrition to 2,931 radio stations.

73 cooking schools, sponsored by newspapers and radio stations in cities were conducted. 265 large metropolitan newspapers with a circulation of 28.6 million subscribed to the Board's bi-weekly "Meat Feature Service." 3,000 dailies and weeklies (50 million circulation) provided with meat copy—"Copy That Clicks With Women." Color transparency service monthly to 36 major dailies. Assistance to mass-circulation publications with special articles.

57 refrigerated and non-refrigerated meat exhibits during show and fair season. Professional exhibits at 15 major meetings. Distribution of monthly Food and Nutrition News to 13,500 professional people at their request.

Seven 15-minute movies distributed, seen by more than a million people. 43,000 prints of the Board's filmstrips on meat cookery to economics teachers.

New literature to millions of consumers. Off-the-campus clinics, courses and contests at agricultural colleges. 793 educational meat programs in 40 states. Hundreds of talks and demonstrations to consumer and school groups. Grants-in-aid for research studies in meat.

THE 'NATIONAL' At Work

HIGHLIGHTS

A brief review of some of the highlights of the work in 1960 by the American National's officers and staff, both concerning legislation and otherwise, includes:

Among other work, the association's Legislative Committee early in the year contacted congressmen and administrative officials in Washington, D.C., concerning imports of beef, multiple use of national forest lands (a bill specifically calling for such use became law in the last Congress), wilderness legislation, "pencil shrink" and other marketing proposals, brucellosis control, agricultural chemicals, and, because of nation implication, authority for brand inspection.

It urged adoption of a measure providing for action in local districts in civil cases involving grazing disputes concerning federal lands, had several conferences with Bureau of Land Management officials concerning a proposal to put up signs indicating public land areas, and acted on numerous other Bureau of Land Management and Forest Service Matters.

EXECUTIVE COMMITTEE

The new Executive Committee, reshuffled at the last convention to give broader national representation within the association, met several times during the year. Highlights of the committee's action included opposition to production and marketing controls on cattle and other legislation which would adversely affect cattle, opposing wilderness bills as unnecessary in view of present satisfactory management of the areas, reiteration of concern over continued heavy imports of beef.

American National officers have been constantly at work on an education program for the proper use of agricultural chemicals.

Several meetings with representatives of other national livestock and farm groups have been and are being held, aimed at drafting a more effective beef promotion program.

The association's Fact-Finding Committee, through Dr. Herrell DeGraff, research director, has published, "BEEF PRODUCTION AND DISTRIBUTION." The 250-page book takes up today's most challenging problem, marketing, and analyzes for the lay reader the complex relationships between those who produce and market and those who provide the consumer demand for better beef.

TOMORROW'S BEEF STEER

The association has formed a five-man "planning committee" on research on "tomorrow's beef steer," called for in an association resolution. Plans are

moving forward for a major conference next spring.

The Brucellosis Study Committee at a recent meeting recommended that, as another alternative, a modified-certified county be eligible to recertify by calfhood vaccination when 80% of the owners owning 80% of the cattle show that heifers retained or added for breeding have been officially vaccinated.

Association President, Fred Dressler, sent a statement to the platform committees of the Republican and Democratic parties setting forth the broad policies of the American National, including: opposition to supports and controls on cattle and a "realistic" policy on imports.

IMPORTS

In addition to an earlier request for study by the Tariff Commission of heavy imports of beef, association officers opposed any cuts in duties in Geneva GATT negotiations of new trade agreement, and called for action to "regain for the U. S. some of the world trade lost under our attempts at 'free trade.'"

The American National backed the work of the National Live Stock Tax Committee to gain "averaging-of-income" for the industry, individual voluntary retirement set-up for self-employed persons and other tax equities.

American National staff members conducted a cattle and ranch exhibit showing progress in ranching over the years. This was part of a conservation display arranged for 50,000 Boy Scouts encamped last July in their 50th Jamboree near Colorado Springs, Colorado.

SUPPORTS

No major laws were enacted in the past session of Congress on supports. Cattlemen are decidedly opposed to support and control programs that directly affect their product.

The American National favors legislation to require federal agencies to comply with state laws as to the use of water. It favors recognition by Congress of the authority of the states over the water within their boundaries. Extensive hearings were held in the last Congress by the House Interior Committee on bills that would recognize state authority. The American National supported enactment of such legislation. However, no bill was reported.

There was a request in the budget message for an increase of $\frac{1}{2}$ ¢ a gallon in the federal gas tax to go to the interstate system construction program. The proposal was not taken up by Congress. The American National opposed the increase.

American National Calls Federal Grading Conference

The American National Cattlemen's Association has called an industry-wide meeting in Kansas City, Mo., Nov. 14-15 to discuss the subject of beef grading.

Dean Brown, Santa Maria, Calif., chairman of the conference, said that nearly 300 cattlemen and beef industry leaders are being invited to participate. Speakers will represent all phases of the "beef team," from rancher to consumer.

Purpose of the meeting is to explore the over-all history and current aspects of beef grading.

A tentative program for the event includes:

Nov. 14, morning—Statement of purpose of conference, history and purpose of grading, analysis of present grade standards and grading from the standpoint of the consumer.

Afternoon—Demonstration of USDA's "dual grading" studies (this is grading for both quality and yield of meat in the retail cuts in the round, loin, rib and chuck). A banquet in the evening.

Nov. 15, morning—Grading from the standpoint of the following groups: Producers, farm feeders and large feeders, packers, independent retailers, retail chain stores, restaurateurs, and jobbers and purveyors.

Afternoon—Open discussion. Individuals who appeared on the program will answer questions from the floor.

Advance reservations are being accepted by the headquarters hotel, the Aladdin Hotel, Kansas City. Rooms are also available at Muehlebach Hotel (next door).

ANCA Traffic Managers Oppose Bedding Charge Hike

A proposal by the railroad, recently made to the Interstate Commerce Commission, would increase livestock bedding charges \$1 per car. The increase is being objected to by American National Traffic Managers Calvin L. and Chas. E. Blaine.

In another traffic matter, the traffic managers have filed a petition before the ICC to suspend proposed increases in minimum weights on stocker and feeder cattle cars. Such increases, say the traffic managers, would have the effect of increasing freight charges rather than "bringing uniformity in minimum weights," as the railroads contend. The traffic experts contend that the present minimum weights have been found reasonable by the ICC.

Extension of Credit Time On Freight Charges Postponed

The Interstate Commerce Commission in May authorized the railroads to extend the credit period for payment of carload freight charges (see July Producer, page 20). Petition for reconsideration has been filed by some railroads, and therefore the authorization has been postponed indefinitely.

**American National's 64th
Annual Convention, Salt
Lake City, Utah, Jan. 25-28**



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The MARKET Picture

Fat cattle prices continued under pressure for the most part, as weekly cattle slaughter continued to run well above a year ago. In fact, for the month of August, inspected cattle slaughter was up better than 20% over last year. Thus, there was not much encouragement to be gained from the present marketing pattern, even though the present rate of slaughter appears to be higher than potential numbers available over any extended period this fall.

Cows found a much more reliable outlet than grainfed cattle, and prices held fairly stable.

Stocker and feeder cattle prices held up surprisingly well, in view of the depressed fat cattle market. Yearlings and two-year-old steers did not show much, if any, weakness. However, stock calves seemed to be the slowest moving item on the list and some sales of this class were 50¢ to \$1 lower than a month ago.

It should be noted, though, that a large share of the calf crop remains to be sold, and it is just possible that some of the Corn Belt feeders, who normally buy calves, might be in a better position to use calves later in the fall than at present, since it is reported that financing institutions in some cases are requiring that feeders dispose of their current crop of fat cattle before purchasing a fresh supply.

At any rate, the general tendency so far this fall has been to favor yearlings and cattle with size and weight suitable for finishing in a shorter period of time, rather than calves which require a long-term operation.

Among sales and contracts reported in recent weeks covering stocker and feeder cattle are the following:

YEARLING STEERS

TEXAS—NEW MEXICO—Numerous strings Good and Choice 575 to 775 lbs., occasionally as heavy as 800 lbs., \$21 to \$23.25, many in the \$22 to \$22.50 bracket. Few reputation strings 700 to 800 lbs. as high as \$24. Several bunches Medium to Good quality \$18 to \$20.75. Delivery dates ranging from late September through October.

OKLAHOMA—KANSAS—Good and Choice 650 to 850 lbs., but mostly above 700 lbs., \$21.25 to \$23, many in the \$22 to \$22.50 price range. Medium to Good quality \$19.50 to \$20.50. Delivery September and October.

NEBRASKA—Good and Choice 675 to 850 lbs. \$23 to \$25, immediate delivery and into October. Few hundred Choice fall calves and short yearlings weighing 550 to 600 lbs. \$26 to \$27.

WYOMING—Good and Choice 575 to 750 lbs. \$22.50 to \$23, few loads up to \$24, September and October delivery.

COLORADO—Good and Choice 575 to 700 lbs. \$22 to \$23.75, but mostly \$22

to \$23, delivery late September and October.

MONTANA—Good and Choice 600 to 775 lbs. \$22 to \$23, few small strings Choice to Fancy reputation brands, some going to repeat buyers, \$23.50 to \$25.50, latter price for 550-lb. weights. Delivery dates mostly late September and October.

NEVADA—Several strings Good and Choice 600 to 800 lbs. \$21 to \$23, numerous sales \$21.50 to \$22.50, delivery immediate into October.

IDAHO—Good and Choice 675 to 800 lbs. \$22.50 to \$23 late September.

WASHINGTON—Good and Choice 550 to 775 lbs. \$20 to \$24, numerous sales \$22.50 to \$23.50 delivery into October.

OREGON—Good and Choice 650 to 800 lbs. \$21 to \$22.50, numerous deals at \$22 to \$22.50, October delivery.

FEEDING HEIFERS

Delivery dates ranging from September through October.

TEXAS—NEW MEXICO—Many strings Good and Choice 575 to 725 lbs. \$20 to \$22.25, numerous sales \$20 to \$22, Medium and Good quality heifers \$19 to \$20.

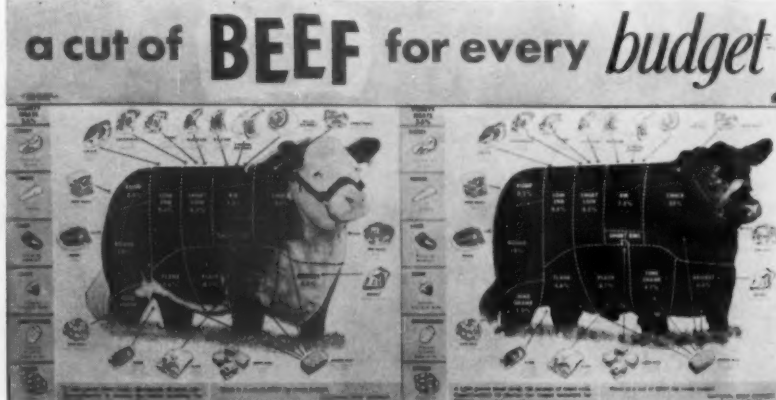
KANSAS—Good and Choice 575 to 650 lbs. \$21 to \$22.

COLORADO—Good and Choice 575 to 725 lbs. \$21 to \$22.50, few loads to \$22.75.

WYOMING—Good and Choice 525 to 700 lbs. \$21 to \$22.50.

NEBRASKA—Good and Choice 575 to 725 lbs. \$21.50 to \$23.

MONTANA—Good and Choice 550 to 675 lbs. \$20 to \$22, few loads 800-lb. two-year-old heifers \$17.50.



One of the beef promotion pieces (a 28-inch streamer) recently developed by the National Beef Council, Boulder, Colo. Other material includes "Free Beef Recipes" (5 x 3½ inches, suitable for filing) in racks for meat counters, and 7 x 3½-inch table tent cards designed for restaurants, entitled "Beef Guide Chart for Better Eating." The material is being distributed to states contributing to the Council and is available at normal cost to other areas.

CALIFORNIA—Good and Choice 500 to 700 lbs. \$21 to \$23.25, late September and October.

TWO-YEAR-OLD FEEDER STEERS

Bulk of the two's were sold from immediate to late September delivery, thus the majority already delivered.

KANSAS—OKLAHOMA—Good and Choice, but mostly Good, 800 to 950 lbs. \$19 to \$21.50.

MONTANA—Good and Choice 850 to 1,000 lbs. \$20.50 to \$21.50, Medium and Good \$19 to \$20. Several hundred Good and Choice 1,000 to 1,100-lb. two's and three's \$19.50.

WYOMING—Good and Choice 925 to 1,100 lbs. \$21.50 to \$22.25, latter price for cattle delivered in early September.

NEBRASKA—Good and Choice 900 to 975 lbs. \$21.50 to \$22.50, large string 1,100 to 1,200 lbs. two's including some three's \$19.

CALIFORNIA—Few hundred Good and Choice 950 lbs. \$20 to \$20.50.

IDAHO—Few loads Choice 1,000 lbs. \$22.50.

IDAHO—Good and Choice 525 to 700 lbs. \$20 to \$22.50.

NEVADA—Few loads Good and Choice 550 to 600 lbs. \$19 to \$19.50.

UTAH—Few loads Good and Choice 550 to 625 lbs. \$19.50.

OREGON—Few loads Good and Choice 700-800-lb. spayed heifers \$20.

CALIFORNIA—Good and Choice 600 to 750 lbs. \$18.50 to \$20, few hundred 500 to 600 lbs. \$22 to \$22.25.

ARIZONA—Good and Choice 500 to 700 lbs. \$19 to \$20.

STOCK CALVES

Delivery dates on calves generally October, some being delivered in late September, and also some contracts calling for November delivery.

TEXAS—NEW MEXICO—Numerous large strings Good and Choice 400 to 475 lbs. steers \$23 to \$26.25, mostly \$24 to \$25. Some sales at \$24.50 to \$25 taking weights up to 500 lbs. and better. On other contracts, some calling for discounts of 50¢ per cwt. for calves weighing above 450 lbs. Heifer mates to the above steer calves generally \$22

14th ANNUAL ROUNDUP WESTERN CHRISTMAS CARDS IN FULL COLOR



L1747 Thinkin' of you at Christmas
"With Best Wishes for a
Happy Holiday Season"



L1748 Tolling of the Christmas Bells
"May the Peace and Joy
of Christmas be with
you through all the Year"



T1750 The Merry Christmas Claim
"Season's Greetings and
Good Diggings
all the Year"



P1751 Chuck Wagon Santa
"With Best Wishes for a
Happy Holiday Season"



L1753 "He shall feed His flock
like a shepherd—"
"Wishing you all the
Blessings and Joys
of Christmas"



T1754 Season's Stampings
"And Best Wishes for the
Brand New Year"



L1755 A Christmas Visit
"Merry Christmas and
Happy New Year"



L1757 Season's Greetings
"With Best Wishes for
the Coming Year"



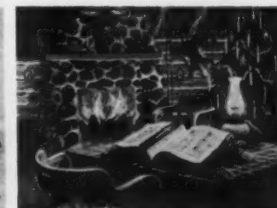
H1758 Candles in the Big Church
"May the Peace and Joy
of Christmas be with
you through all the Year"



P1759 Christmas Capers
"Merry Christmas"



L1761 A Christmas Kindness
"Greeting is an appropriate
verse"



S1762 Christmas Eve in the West
"Wishing you all the
Blessings and Joys
of Christmas"



L1763 The Christmas Dance
"Greeting is an appropriate
verse"



L1764 Greetings from Our Outfit
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"Merry Christmas and
Happy New Year"

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25	3.50	4.50
50	7.00	9.50
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125	14.75	16.75
200	22.75	26.50
300	34.50	39.50
500	56.75	62.50

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BOULDER, COLORADO

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to \$24, few down to \$21. Few small strings Choice to Fancy quality heifer calves bought for replacement purposes at \$25 to \$26, weighing 380 to 430 lbs.

OKLAHOMA—Few thousand Good and Choice 400- to 500-lb. steer calves \$25 to \$26, heifer mates \$22 to \$23.

COLORADO—NEBRASKA—WYOMING. Large share of calves in these states yet to be contracted, hardly enough sales to set a pattern as yet. A few hundred very light weight 250 to 275 lbs. brought \$28 straight, these mixed steers and heifers.

MONTANA—Bulk Good and Choice 375 to 450-lb. steers \$25 to \$26, heifer mates \$22 to \$23, few small strings Choice to Fancy reputation steer calves \$26 to \$28.

IDAHO—Few hundred Choice 400 to 425-lb. steers \$26, heifer mates \$24.

NEVADA—Few hundred Good and Choice 375 to 400 lbs., the steers \$25 to \$25.50, the heifers \$23.

ARIZONA—Few thousand Good and Choice 400 to 525-lb. steers \$22 to \$24, heifers \$21 to \$22.

OREGON—Several hundred Good and Choice 425 to 525-lb. steers \$24 to \$25, heifers \$22 to \$23, one string 450-lb. mixed steers and heifers \$24.

CALIFORNIA—Good and Choice 400 to 550-lb. steers \$23 to \$25, heifers \$20.50 to \$22.

STOCK COWS

TEXAS—NEW MEXICO—Few hundred Medium to Good cow and calf pairs at \$180 to \$200 per set. Couple loads Good three-year-old cows with calves at side \$215. Few loads five to seven-year-old cows to calves in January \$190 per head.—C.W.

Meat Board Creates Group To Advise on Future Growth

An advisory committee has been named to assist the directorate of the National Live Stock and Meat Board in a long-range planning program, according to A. G. Pickett, chairman of the meat board. John M. Marble of Carmel Valley, Calif., chairman of a study committee created last June, called this "still another step in the board's continuing policy of keeping pace with the times." Included on the advisory group are Herrell DeGraff, Babcock professor of food economics, Cornell University and research director for the American National's fact-finding committee, and Homer Davison, president of the American Meat Institute.

Crop Board Tabulates 1959 Slaughter Figures

More than 9,600 livestock slaughtering plants were operating in the United States on Mar. 1, 1960, says USDA. 530 of them were under federal inspection, compared with 455 in 1955. 81% of total commercial slaughter (live weight) was in federally inspected plants, against 78% in 1954. The 1960 figures include 902 large plants slaughtering more than 2 million pounds (live weight) annually; 1,712 medium (more than 300,000 lbs. but less than 2 million), and 6,500 small (less than 300,000 lbs.). Large and medium non-federally inspected plants accounted for 18% of total commercial slaughter in 1959; small plants handled the remaining 1%.

Industry Shifts Into High With "Give Meat for Xmas"

The "give meat for Christmas" idea has really taken hold this year, says the National Live Stock and Meat Board. Again this year the Board is



making available an illustrated promotion handbook which describes the methods and materials which various groups

can use to boost meat sales in connection with the meat for Christmas campaign.

The promotion is directed both at the general public and business firms which make a practice of giving Christmas gifts to customers or employees.

The promotion materials described in the handbook are designed to fit the needs of groups like meat retailers, advertising agencies, packers, freezer provisioners, livestock and agricultural organizations, public eating establishments, marketing and transportation agencies, newspapers and radio and television stations.

A copy of the promotion book may be obtained from the Board at 407 South Dearborn, Chicago 5, Ill.

Armour Issues Booklet On Processed Meats

A new 20-page booklet, "Processed Meats Study Guide," has been released by Armour & Co., Chicago. Of standard notebook size and liberally illustrated, it describes such processes as curing, air drying, canning, freezing and freeze-drying. It includes guides to buying processed meats, which are defined as those "produced by certain methods which extend their keeping qualities, contribute to their flavor and tenderness and add to the ease and convenience of their use by the consumer."

Price-Support Investment Totals Over \$8.5 Billion

Investment of the CCC in price-support programs on June 30 totaled more than \$8.5 billion. Loans outstanding accounted for \$1,302,310 billion and the cost value of inventories \$7,222,927 billion. A year earlier, the investment was \$8,648,779 billion, with loans outstanding at \$2,448,512 billion and inventories \$6,200,267 billion.

Govt. Buys 19 Million Lbs. Of Beef for School Lunches

As of Sept. 22 the USDA had bought 19.1 million pounds of frozen ground beef for the school lunch program for \$4.7 million. Recent bids were around 40½¢ a pound. USDA will buy canned beef and gravy, too.

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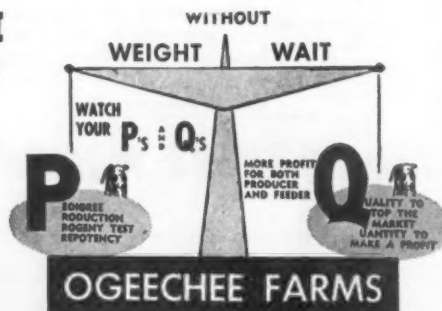
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**25 FEMALES
Safe in Calf**



FAIRLAND, OKLAHOMA

Press Lauds "Beef..."

The nation's press is giving top-flight attention to "BEEF Production and Distribution", the book authored by Dr. Herrell DeGraff and published late in September by the University of Oklahoma Press.

Major wire service stories, "rave reviews" from livestock editors, and extensive reprinting of portions of the book have brought what publishers consider "unusual interest" in DeGraff's resume of the work of the American National's Fact-Finding Committee.

(Copies, at \$5, are available to Producer readers from the Fact-Finding Committee, 801 East 17th ave., Denver 18, Colo., or from major bookstores everywhere.)

Here are excerpts from some of the early reviews:

"Where is the beef cattle business going? We've read a new book which we recommend to any beef grower who has ever asked that question..."—Jim Harms in Kiplinger Agricultural Letter.

"... It not only makes fascinating reading, but tells more about this business of marketing cattle and beef than ever before has been put into one volume..."—Nelson Crow, Western Livestock Journal.

"If you are associated with the cattle industry in any fashion, you'll be interested in a new book... for \$5 it's worth having on the shelf..."—Phil Patterson, Western Farm Life.

"... In all, Dr. DeGraff's 'Beef' is a stimulating and informative effort. We rarely review books at all—let alone giving this much space to one, but in our opinion 'Beef' deserves to be read..."—Wally Vegors, Arizona Farmer-Ranchman.

"Washington, Sept. 24—(AP)—A food specialist advises producers and processors to do a better job in supplying consumers with beef that is tender and not overly fat. The specialist is Dr. Herrell DeGraff, professor of..."—Lead sentence in major wire service article supplied to most of the nation's 1,750 daily newspapers.

"... The most comprehensive and authoritative study on beef that has ever been written..."—John A. Killick in the NIMPA Bulletin.

25th Agriculture Yearbook Is Published by USDA


The USDA has released its 1960 Yearbook of Agriculture, titled "Power to Produce." It tells how the mechanical revolution on the farm has brought a better life to Americans in a few short years. In layman's language it tells of the dramatic change from horse-drawn operations to the marvels of pushbutton automation. There are 96 pages of photographs in the 60 chapters and 480 pages. The Yearbooks have been published by USDA since 1936, the past 15 years under the editorship of Alfred Stefferud.

Name Change, Expansion Plan Announced for Cowboy Shrine

The name of the National Cowboy Hall of Fame has been expanded to include the words "and Western Heritage Center," according to Chairman Albert K. Mitchell of Albert, N. Mex. Plans for the \$5 million project at Oklahoma City are being expanded to include a hall of fame in each of the following categories: great westerners (many of them cattlemen); rodeo; western actors and motion pictures; western history museum; western art institute; museum of western agriculture, commerce and industry; research library of western Americana; institute of western music and folklore and western flora gardens, as well as the "Heritage Hall." Campaigns for funds are under way in each of the 17 western states. Oklahoma has put up the first \$1 and New Mexico has oversubscribed its quota. Contributions are invited from all persons interested in the West.

Indiana 26th State To Get Brucellosis Certification

On September 9, Indiana became the 26th state to qualify as a modified-certified brucellosis area. Thus, more than half the states and 2,019 counties, or 64% of the total 3,152 counties in the U. S., plus Puerto Rico and the Virgin Islands, have achieved certification.



GET YOUR NATIONAL WESTERN ENTRY FORMS NOW!

To: Willard Simms, General Manager
National Western Stock Show
Stockyards Station, Denver 16, Colo.

Please rush the following:

- ☐ 1961 Premium Book and Entry Forms
- ☐ Reserved Seat Order Blank
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HURRY! Entries close December 1st. Make your reservations
NOW for 1961's first major livestock show and sales event.

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**DENVER, COLORADO
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18 Spectacular
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at auction
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HERGATT-HALE CO., PAVONIA, OHIO

A jury in Dodge City, Kans., recently awarded a stockman \$24,000 in a damage suit over an 11-row tree windbreak 300 feet long—probably the first time a cash value has been placed on a windbreak.

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Sales of cattle feed microingredients, which were virtually unknown five years ago, now amount to about \$20 million a year.

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Ranchers, Forest Personnel Tour Gunnison Allotments

On a recent trip to three demonstration allotments on the Gunnison Forest in Colorado, ranchers, Forest Service personnel and a representative of the American National observed the effects of certain range improvement techniques employed on public lands.

On the Monchego Allotment, extensive fencing, water development and rotational grazing have been implemented to utilize more effectively the available forage. Although it is too early to evaluate objectively the results of these improvements, it is thought that more intensive use will be made of the inaccessible areas, such as the high slopes and ridges. The plan is to rest one pasture every four years to allow regrowth and seeding of desirable forages. The total individual capacity in this area is 810 animal unit months or 180 head of cattle for a period of four and a half months.

The Beade Allotment was a good example of effective management with the minimum of fences and improvements. This allotment indicated the effectiveness of keeping the cattle well scattered and the development of additional watering areas.

In the Mule Park Allotment, 2,054 acres of the total 3,365 acres, was sprayed in 1956 with 2, 4-D at the rate of 3 gallons per acre to eradicate a vigorous stand of sagebrush. In 1957, a survey indicated a kill of 94%. Fencing was developed in 1958, dividing the area into four pastures of equal carrying capacity. During 1959, a deferred rotational grazing pattern was established along with increased water development to improve distribution of cattle. The results of this program indicate better use of the benches and slopes and less intensive use of the bottoms.

Some of the "tools" listed by the permittees for these areas include good cowboying to scatter the stock, location of salt away from areas of extensive use, fencing when practical and economical and development of additional water.—Dudley Campbell.

Burlington Reduces Rates On 25,000# Car Loadings

Effective Sept. 20, the Burlington Railroad announced new incentive rates between all points on the line. Freight rates on cattle, sheep and hogs were reduced by 12% when stock cars are loaded to a minimum of 25,000. The plan is to be tried experimentally for a year. Other western railroads may follow suit.

Nearly \$1.5 Million Set Up For Burned-Over West Areas

Range and forest fires in the West this past summer have been reported the worst in 30 years. Congress has appropriated \$1,425,000 for rehabilitation work on critically affected public lands.

THE PUBLIC . . . AND YOU

BY
LYLE LIGGETT

This month rural and city groups all over the nation are laying final plans for an impressive Farm/City Week Nov. 18-24.



Lyle Liggett

In its fifth year, the informal organization of agricultural groups and "agri-businesses"—plus civic and industrial leaders—is continuing to build in its efforts to create better understanding of the mutual and several problems of those who create the nation's food and

fiber and of those who process, distribute and consume it.

Many cattlemen's and CowBelle groups actively participate in local and state projects. In several instances, they are the prime movers. In others, they participate with other farm and city organizations, under the coordination of Kiwanis clubs, in developing major observances.

On the national level, the American National, the CowBelles and other beef business organizations and firms sincerely support the movement.

In fact, Farm/City Week has become the one single endeavor in which every facet of agriculture agrees and cooperates fully—a notable achievement in itself!

Each rancher and CowBelle can play an important role. See that your local group is thinking about some activity that could improve town-country relationships. Check with your local Kiwanis club to see if it is not already planning something—or is waiting for a nudge from its rural community.

If this office can be of help in suggesting ideas or contacts, don't hesitate to ask.

• • •

CowBelles and officials of cattlemen's groups are being notified this month (elsewhere in this issue) of two "competitions" which should stimulate interest and participation among ranch folks.

First is the second contest for recognition of outstanding local and/or state public relations activities. The program last year drew more than 60 entries—and as many ideas on what a ranch group can do to improve its public relations.

Second is the exhibit of leather items planned for the Salt Lake convention by the CowBelles. Under the theme, "Awards of Rewarding Leather", both amateur and professional leather designers and workers are asked to submit items suitable for use as prizes, special gifts or awards for all sorts of events.

BLM's Project Twenty-Twelve Would Triple Range Use

In announcing the Bureau of Land Management's Project Twenty-Twelve, Secretary of the Interior Fred Seaton said that plans are included for thousands of range improvements, such as detention dams, springs and wells, 115,000 miles of range fencing, 12.3 million acres of range seeding, and 32.3 million acres of brush control. The present public range forage production for 17 million animal unit months is expected to be increased so as to provide for 29 million AUM's by 1980 and 46 million AUM's by 2012—the target year from which derives the project name.

Wyoming, Alaska Lands Classified for Recreation

Orders signed by Assistant Agriculture Secretary Ervin L. Peterson recently set aside and classified as wilderness 383,000 acres in Bridger National Forest, Wyoming. He also signed up as scenic 283,000 acres in the Tongass National Forest in Alaska. "This vast acreage set aside within national forests for exclusive wilderness and scenic values," he said, "is another move within the framework of multiple-use management to assure that sufficient portions of America's great natural wilderness will be safeguarded for future Americans to see and enjoy."

Armour to Build Plant Near Twin Falls, Ida.

The president of Armour & Company, William Wood Prince, discloses that his firm will build a beef and lamb production plant 12 miles east of Twin Falls, Ida. The plant will buy locally and slaughter 1,200-1,300 cattle weekly and up to 6,000 lambs a week, depending on supplies available. Most of the beef will be marketed in California and the Pacific Northwest. Lamb will also be sold there, but large numbers of lambs will be shipped east in peak marketing seasons.

Swift & Company is planning a new packing plant on a 42-acre site outside of Rochelle, Ill., with completion scheduled late this year. Cattle and hogs will be processed in the plant, and smoked meats and sausage will be prepared there. Between 600 and 700 persons are expected to staff the new facility.

COW COUNTRY WALK THRU CHUTE GATE



Holds all sizes of cattle: calves or big, rough steers for de-horning, branding, etc. Strongest on the market. Sold on money-back guarantee.

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STATE NOTES

ALABAMA

Precautionary measures are being taken by state and USDA authorities following discovery on Aug. 31 of a single infestation of screwworms in Geneva County, Ala., in a beef steer shipped from the Southwest. This is the farthest east that screwworm has been reported since the last infestation in central Florida in June 1959.

Auburn University (Alabama) extension specialists say that the beef cattle industry is now the biggest user of state land with the exception of forestry. Almost a fifth of Alabama's land is devoted to pasture, hay and feed crops. There are now 30,000 beef cattle herds in the state with a total of 738,000 brood cows.

MONTANA

The Montana Stockgrower magazine reports a recent outbreak of anthrax in the Saco area was stemmed with the loss of just six cattle. Alertness to the danger and quick action are credited with cleaning up the threat quickly; vaccination protected all cattle, even in the same area. Carcasses of the lost animals were burned, since bacteria which causes anthrax can protect itself in the ground and endure climatic changes to remain a source of infection for years.

WYOMING

Nine counties in Wyoming are now emergency areas where ranchers may buy government owned feed grains at support prices. Previously 34 counties in Mississippi and 18 parishes in Louisiana had been so designated by USDA. The law says that in such areas feed sales may be made only to persons who do not have enough feed and can't get enough through normal channels "without undue hardship."

UTAH

All stock brands and earmarks in Utah must be registered this year regardless of time of previous registration. Cattlemen and sheepmen of the state are being warned that 1960, as the start of a new decade, is the time specified for the \$3 renewals. During the past 10 years, a total of about 14,000 brands was recorded.

COLORADO

Top concern of Colorado cattlemen is Amendment No. 3 which calls for a 5-man wildlife dynasty which would abolish the present Game and Fish Commission. It would have right of eminent domain and could act outside the jurisdiction of governor or legislature.

OREGON

A release from Oregon State College reports taxes on farm real estate in the state hit an all-time high last year, averaging more than \$1 per acre for the first time in history.

IT'S NEW!



\$225.68
(less auger)
F.O.B. Factory

DANUSER 3-POINT HITCH DIGGER AND CRANE BOOM!

A NEW 3-point hitch Digger that lets you DIG DEEPER HOLES SITTING DOWN...as deep as 62" with many tractors!

Digs straight holes in any terrain. Auger sizes 4" to 24" with replaceable cutting edges and point. 7" and 14" extensions available.

It's convertible too! Pull ONE pin...add a HOOK...it becomes a CRANE BOOM with hundreds of uses...lifting and carrying heavy loads, etc.

Adapter Kits available for Tractors not equipped with 3-point hitches. Write today for complete information!

DANUSER
MACHINE COMPANY

356-45 East 3rd Street - Fulton, Missouri

Inflation has turned a lot of nest eggs into chicken feed.

DAVIS PORTABLE MILL with KRIMPER-KRACKER GRAIN ROLLER and MIXER



Also stationary models, complete or separate units

For professionally processing all complete feeds and delivering to bunks or self-feeders. Nationally distributed. Write for free catalog. "THIS IS AUTOMATION."

EST.
1894

DAVIS MFG. CO., INC.
Box AP-105 BONNER SPRINGS, KANSAS



LIFETIME ALL-STEEL CABLE! Movable Stand! Greatest advance improvement in oilers in years! Before you buy an oiler, investigate NU-WAY! Many models to choose from! LOWEST PRICES IN HISTORY! Write for literature and SPECIAL FREE OFFER!

NU-WAY, Box 552, Sioux City, Iowa



LADIES' CHOICE



Through A Ranch House Window

By Dorothy McDonald

I hope you all saw the "BROIL—Don't Spoil—Steak" article featuring our own Betty Smith in the August



Mrs. McDonald

issue of the Farm Journal. If you did, I know it is one you've clipped to file away for reference, but if you did not happen to see that issue, please believe me when I say it is worth browsing around in Goodwill and old book shops until you do locate a copy. As a cook of some 40-odd years' experience I thought I knew most of the tricks with a pot-roast but it has never been quite clear to me before how to obtain those luscious brown steaks from an economical chuck roast. Illustrated in mouth-watering color on a full-page spread and clearly outlined in accompanying photographs, it turns out to be no difficult trick at all!

The whole article, with its emphasis on Beef and its straight-from-the-shoulder cooking tips, is the sort of promotional material no advertising budget could buy. We all owe kudos to our energetic and very photogenic National president for the charming way she carried it out.

One of the nicest things about being your editor over the years is that I've met so many CowBelles—some in person, some just through their letters—and though I may be out of touch for

a while, eventually a note crosses my desk that begins, "you may not remember me" . . . but I always do! Such a letter from Vera (Mrs. Lucius) Long of Oklahoma this month brought pleasant memories of our meeting in Phoenix and the correspondence we had when she was a National vice-president in 1957. It was so nice to hear from you again, Vera, and I appreciate the news from your busy but rather quiet-about-it Oklahoma CowBelles.

Another "you may not remember me" note from Evalyn Farnsworth, cookbook chairman of the Kern County, California CowBelles, brought the second delightful little volume, **Chuck's On Jr.**, which features shortribs and brisket in more delicious ways than I'd have imagined possible. I mentioned the first volume, which featured Bar-B-Q Beef, some months ago. These clever and cleverly-illustrated little books are designed to fit into a standard card file box—they are tab-indexed—and at 75¢ apiece they are wonderful for gifts and little treasures to own. I have no details on their sales but anyone interested could contact Mrs. F. R. Farnsworth, Route #4, Porterville, Calif.

A wonderful folder from Bea Peterson of New England, N. D., our radio and television chairman, came to my desk last month. Featuring suggestions on programming, promotion, preparation of material, etc. and including ideas and suggestions from Colorado CowBelle Zoya Miller's "CowBelle Kitchen," it is invaluable to any group considering this important advertising medium. I imagine this material has been sent to each state. Local groups should be able to obtain it from their own state radio and television chairmen or direct from Mrs. Peterson.

This has been a month of sorrow and final parting and I appreciate the notes from those of you who knew of my sister's passing. We could not wish her back again, but there is a void in the lives of those who knew and loved her gentle ways. Bless you for your thoughts and prayers.

AT HOME ON THE RANGE

A note from Mrs. Edward C. Francisco of the Old Horse Shoe Ranch, Pomeroy, Wash. (Vi Francisco was the originator of the Beef Pate featured in the August issue) brings an interesting variation on a recipe that was once featured on a brand of onion soup. It is, believe me, even more tasty than the original one was! Do try it.

BARBECUED BEEF SHORT RIBS, FRANCISCO

Arrange 4 to 5 lbs. Beef short ribs in a pan, fat side up (Mrs. Francisco uses a cake pan with a sliding cover and has ribs **completely** cover the pan).

Broil until deep brown on all sides, turning when needed. Drain off tallow. Cover with:

- 1 pkg. Lipton's Onion Soup Mix
- 1 can tomato soup
- 1 cup finely chopped celery (optional)
- ½ cup port wine **OR** ¼ cup vinegar
- ½ cup water
- 2 Tbsp. brown sugar
- 1 tsp. **smoke** salt
- 1 tsp. prepared mustard
- Dash of tabasco

Stir, spread over browned ribs, garnish with catsup. Cover and bake at 300° to 325° 1½ to 2 hours, or until tender.

And now . . . good eating . . . and good evening . . . to you all. **D. M.**

PRES. SMITH SHOWS HOW IT'S DONE

National CowBelle President Betty Smith, Pawhuska, Okla., demonstrates to Ruth Benke, food editor of the Farm Journal, and to Betty Gregory how she divides a beef chuck roast for four meals. (From Farm Journal, August, 1960.)



MEET A STATE PRESIDENT

Oregon CowBelle president Miss Berniz Blann of Mitchell is the youngest member of a large pioneer family whose parents came to central Oregon



Miss Blann

from Missouri in 1884 and made beef cattle their business and fine horses a hobby. The ranch location at Mitchell was a freighter and stage stop from the 1860's — starting with the Canyon City gold rush.

At present Miss Blann, with her bachelor brother, Dewey, operates the old home place, known as the 'Mountain Ranch' in a partnership raising purebred as well as commercial Herefords. Berniz grew up with animals rather than playmates in the wide-open spaces where ranches were far apart. Grammar school was a one-room school with perhaps three pupils; she attended high school at Lincoln and Portland and graduated with a degree in social science from Reed College, Portland. She has done more than her share in community services, having headed or assisted in cancer and Red Cross drives for a number of years, as well as being an advisor to a teen-age girls club for many years. One of her biggest annoyances: people who are 'bored' or lazy.

Miss Blann was ushered into the Oregon state CowBelle presidency rather unexpectedly without previously having served a vice-presidential apprenticeship but is getting things done and "having some fun along the way, although this CowBelle business may be hastening the graying of the red hair just a little." **Ruth Cliff (Mrs. Cameron),** Publicity Chairman.

American National

CowBelle Chimes

Vol. 8, No. 10 October, 1960
President—Mrs. J. B. Smith, Box 267, Pawhuska, Okla.
President-elect—Mrs. W. F. Garrison, Glen, Mont.
Vice-Presidents—Mrs. J. B. Williams, Granite Station, Bakersfield, Calif.; Mrs. Earl Morrell, Dunn Center, N. D.
Secretary-Treasurer—Mrs. Clara Hughes, 1789 NW 32nd St., Oklahoma City, Okla.
Editor—Mrs. Dorothy McDonald, No. H-8, 303 N. 47th St., San Diego 2, Calif.

President's Message

I want to take this means to say thanks again to all those ladies who attended the mid-year General Council meeting in Denver. Many of you came a great distance at considerable personal cost in money and time away from your own family and affairs.

I am constantly impressed at the knowledge and enthusiasm of the CowBelles in this work of promoting our beef products and building good public relations. We can all be proud of our efforts, but we realize the possibilities and need even more beef promotion for this competitive age.

We have the three "P's"—Promotion, Public Relations and Publicity. They are inter-related, but I think we can say Promotion is to sell, Publicity is to tell and Public Relations is to do—and it takes a combination of all to make our programs successful.

In addition to the continued emphasis by CowBelles on beef uses in the fall and winter months, we can actively participate in local or state functions, CowBelle sponsored or in cooperation with other groups, during the annual Farm-City Week, Nov. 18-24. Your president has a letter from the public relations chairman, Mrs. W. F. Garrison, about this, and Lyle Liggett, public relations director, ANCA, Denver, will also be glad to help with ideas and materials.

It is important to build good-will toward our industry, our associations and our members. It is important, too, that the general public realizes that our industry is necessary for its well-being and that we are not subsidized by the government. Have your agricultural facts and figures, true and correct, and we can help to offset much public misunderstanding. This applies to a "year round" program and not just a special event.

We can apply the three "P's" to our new leather project these next few months. We hope to promote and encourage new uses for leather with both amateur and professional leather workers and designers, particularly with items suitable for awards, prizes and gifts. Here is a new idea for CowBelle activity, and I feel sure many of you will participate. Mrs. Al Atchison, 15 Village Road, Englewood, Colo., is chairman of this leather exhibit-contest, which will be judged at the national convention in Salt Lake City. Please contact her or write "Leather Exhibit", 801 East 17th Ave., Denver 18, Colo., for entry information and forms.

In closing this message, I want to give you this original verse by Mrs. Albert Harrington, President of the New Mexico CowBelles:

*Come on all you CowBelles and rally
to the call,
Extend a hand in friendship to each,
one and all.
We've set the bells to ringing, ringing
loud and clear
Let's get those bells aringing for every-
one to hear!*

*If each one tells the story of the mean-
ing of the Belle
Then all will understand us and always
wish us well.
Come on, all you CowBelles; let us
thankful be*

*For faith and love and tolerance, His
gift to you and me.*

—Betty Smith, President

PR CONTEST

Outstanding public relations activities of CowBelle and cattlemen's groups again will be recognized in a special contest conducted by the American National CowBelles, Inc.

Entry forms have been sent to state and local groups, with a deadline of Nov. 15 set. Judges will represent three of the nation's largest public relations agencies.

Mrs. William Garrison, Glen, Mont., is contest chairman.

BEEF PROMOTION

A clever and unusual promotional program, the "Mystery Beefeater" Contest, was carried out in Beaverhead, Madison and Silver Bow counties in Montana this past summer under the direction of Azile Garrison, our National president-elect and chairman of public relations. The "Mystery Beefeaters" were men and women who ate in restaurants regularly. Each waiter or waitress suggesting beef to one of these was given \$1 and a card which made him or her eligible for one of the three grand prizes of \$15, \$10 and \$5. 14 waitresses won \$1 and chances at the prizes. At the close of the contest, which received excellent news coverage, final selections were made and pictures taken of the winning waitresses.

"The cost was small," Mrs. Garrison reports, "Less than \$60. It was financed by the Montana Beef Council. No other beef promotion in our area has received such publicity. It is a good filler for lulls between other promotions. I'd like to see all CowBelles adapt it to their own areas and try it."



Charles Stauffer, writer for the Examiner, Dillon, Mont., receives T-bone steaks from Mrs. Azile Garrison, National CowBelle president-elect, in Montana's "Mystery Beef Eaters" contest. This was by way of a special thank you to newsmen in the area who were helpful in the program.

LEATHER EXHIBIT

Entry forms and instructions for the 1961 Awards of Rewarding Leather Exhibit are being distributed now by the sponsors, the American National CowBelles, Inc.

Already many amateur and professional leather artisans have expressed interest in the unique exhibit, a highlight of the American National's annual convention in Salt Lake City, Jan. 25-28. To be displayed—and recognized by distinguished judges—are items suitable for use as awards, prizes and special gifts for tournaments, contests, stock shows, etc.

Entry forms may be obtained from Mrs. Al Atchison, 15 Village Road, Englewood, Colo., exhibit chairman.

Some suggestions I'd make are:

1. Carry project for a longer period with little or no more expense.
2. Have final awards something other than cash.
3. Perhaps waiters do not need to be alerted as to what is going on. Announcement of first winners would take care of this.
4. Interest as many outsiders as possible to work with you.
5. Be very careful of the lottery laws. (My pictures of the final selection could not be used in the newspapers).
6. Do not use the word "drawing" in connection with awards.
7. Pictures can usually be arranged for at no cost by press photographers.

Judging from the reports that are still coming in, the Beef for Father's Day program this year was especially successful. From Mrs. Russell Peavey of California, Mrs. Robert Hanson of North Dakota, and Mrs. Nicholas Hudelson of Kansas (she was especially delighted because their winner became the father of twins, a boy and a girl) come enthusiastic reports of their states' participation.

1960 YEAR BOOK

Please clip and add to your 1960 Year Book:

Mrs. J. L. Connolly, president of the North Dakota CowBelles, announces the following committee changes and appointments:

Public Relations and Beef Promotion Committee—Mrs. Jim Tyler, Bismarck, and Mrs. Cal Foss, Valley City, co-chmn.

Beef for Father's Day Committee—Mrs. R. H. O'Neil, Larson, and Mrs. Ed Unruh, co-chmn.

Resolutions Committee—Mrs. Leonard Davis, Killdeer.

"Mother of the Year" and Membership—Mrs. Dave Robinson, Coleharbor. Courtesy—Mrs. Roy Lillebridge, Fairfield.

Council on Education—Mrs. B. J. Keogh, Keene.

Parliamentarian—Mrs. John McElroy, Jamestown.

(If there have been changes or additions to your state officers, please let us know so we may list them here. ED.)

Here and There With the CowBelles

ARIZONA

The Laveen CowBelles presented 125 lbs. of beef to Mr. Moon Hoy Yee of Phoenix, father of the first baby born in their area on Father's Day. This beef was generously donated by the Tempe, Armour, Cudahy, Herseth, O. K. Meat and South Central Locker Co. meat packing firms.

COLORADO

At their August meeting the Fremont County CowBelles heard an interesting report by Mrs. Nate Patton on her trip to the state convention in La Junta. They also learned that their float entered in the Royal Gorge Rodeo received third prize.

At their September meeting they discussed the Colorado Cattlemen's letter concerning the Fish and Game amendment and decided to ask an authority to come to the October meeting to explain the amendment so they would be better equipped to present it to others.

NORTH DAKOTA

The North Dakota CowBelles in late August welcomed home Mrs. John Hanson from a trip to England and the land of her parents, Scotland. She flew home, London to New York, in order to be on hand in plenty of time to welcome a new grandchild.

This group reports that one of their biggest beef promotion successes of the year was the recording of five very clever jingles for use on radio during station breaks. Mrs. Pete Jung, Mrs.

Butch Schatz, Miss Shirley Bakke and Mrs. Gardner took some 30 jingles sent during the spring, combined and rearranged them, made up their own music, and with their accompanist all the way from New England, N. D., recorded them for the CowBelles.

They have been very well received and radio stations have had many requests to keep them in their files for use during the entire year.

OKLAHOMA

This group decided to carry out an extensive membership drive in 1960. At a coffee hour held in the home of Mrs. James Raasch, Mountain Park, a Kiowa-Comanche CowBelles was organized. This new group has been very active during its few months' life. Mrs. J. K. Haley, president of the Oklahoma CowBelles, presided at a board meeting in Oklahoma City early this summer. Both state and National presidents were on hand to greet the wives of cattlemen at their spring meeting. The Oklahoma CowBelles sponsored a hospitality room in the Duncan Hotel where convention guests could meet and rest between activities. An interesting display of brand napkins, trivets, cookbooks and other items sold by the CowBelles to help finance their scholarship and Beef promotion activities was exhibited. Mrs. Mabelle Kennedy played host to a delightful garden party and the social activities were later concluded with a barbecue supper and dance at the country club. Mrs. J. B. Smith, National CowBelle president; Mrs. Clara Hughes, National secretary-treasurer, Mrs. J. K. Halen, state president, and Mrs. Joe Crow, vice-president, were on hand to welcome guests.

NEBRASKA

Nebraska CowBelles again manned a booth at the State Fair in Lincoln,



Mrs. C. S. Reese, Jr., Nebraska CowBelle beef promotion chairman (left) and Mrs. Martin Vierson, president, at their booth at the Lincoln State Fair.

Sept. 3-9. Some 19,000 free recipes were distributed and a large number of "Know Your Beef Cuts" brochures. 120 Beef Cookery books were sold, as well as paper plates, napkins, coasters and place mats. Hundreds of people said they had enjoyed previous years' recipes. Mrs. C. S. Reece, Jr., of Valentine, beef promotion chairman, and Mrs. Wm. Schaffert of Dalton, co-chairman, were in charge. Many CowBelles helped, Mrs. Martin Vierson, president of the Nebraska group, among them.

Miss Nebraska Cheryl Jaeke, treated contestants and officials to a Nebraska steak dinner at Atlantic City, compliments of the Nebraska CowBelles. The steaks were sent directly from Nebraska. Place mats, napkins and coasters helped tell the Beef state's beef story.

On Sept. 12, local Nebraska CowBelles were hostesses to 125 ladies from Iowa and Nebraska in North Platte. A ranch tour and coffee with Beef Snacks were received so enthusiastically that they are highly recommended to other CowBelle groups.

The Nebraska CowBelles joined with the Nebraska Stock Growers and the Sand Hills Cattlemen to promote a savings bond campaign during September and October.

SOUTH DAKOTA

Due to the dry weather, the danger of fires has been a daily hazard in western South Dakota, so the local CowBelles decided to contribute to each of the three fire fighting units located in Mellette County.

MONTANA PROMOTES BEEF



Jack Brenner, Grant, Mont., state senator, past president of the Montana Stockgrowers Association and chairman of the American National's committee on livestock sanitation, draws the winning number from a hat held by Mrs. Azile Garrison, American National CowBelle public relations committee chairman, at the close of Montana's "Mystery Beef-Eaters" contest.

At the recent quarterly meeting of the stockgrowers and CowBelles at Buffalo, it was decided that the South Dakota CowBelles would go along with the National CowBelles plans on one score. It also was to have leathercraft as the project of the year. There will be two classes—amateur and professional.

The CowBelles are also joining the stockgrowers in a membership drive in which every new member brought to the stockgrowers by a CowBelle gets his wife a free membership in the CowBelle organization. President Mrs. Ray Carr expressed hope that this will increase membership in both units. Mrs. Claire Murphy of Reliance is membership chairman.

Producerville was the name of the display put up by the South Dakota CowBelles. This showed the many by-products from cattle, and even the cattlemen themselves were surprised at the number shown.

Mellette County CowBelles recently bought large, round-button lapel pins to use as their membership and identification emblems. The pins carry the club name and picture of an old-fashioned lady. Next year North and South Dakota will celebrate the Dakota Territorial Centennial, and ladies of the two states will wear similar items as a tie-in with the anniversary.—Winifred Reutter, White River, S. Dak.

Your BEST

Investment...



SANTA GERTRUDIS BULLS

More Pounds — More Profit

What a bargain you get in a Santa Gertrudis bull! He's big, rugged, prepotent, gentle and ready to work for you. Regardless of the cows you now have, a Santa Gertrudis bull will sire calves that weigh more at weaning, as well as more at market time, assuring you of more profits.

Look at the Advantages

Santa Gertrudis weigh more. They produce beef which is tender, tasty, juicy. These animals are tolerant to heat, yet thrive well in temperate zones. They have natural resistance to insects, give plenty of milk for calves and just naturally do well in a variety of environments.

Get Your Santa Gertrudis Bull Now

Don't wait or put it off. Get your Santa Gertrudis bull now so that he can go to work for you immediately. The demand for feeder calves sired by Santa Gertrudis bulls far exceeds the supply. Remember, only you stand to benefit through increased beef production.

Your Own Purebred Herd?

Sure! Write today for information on how you can grade up to purebred Santa Gertrudis status, using the commercial or purebred cows you now have and certified purebred Santa Gertrudis bulls.

For Free Information and Color Photographs
Write Dept. 3

Santa Gertrudis Breeders International
P. O. Box 1373
KINGSVILLE, TEXAS

SALES

**OCT.
17
WYO.**

The von Forell Herefords ANNUAL RANGE BULL SALE

Sale at ranch—5 mi. N. of Wheatland on U.S. 87
OCTOBER 17, Monday. Lunch at 11:30. Sale at 1 P.M.
The von Forell Herefords Wheatland, Wyo.

**NOV.
17
OKLA.**

109 TR RANGE BULLS (They will appeal to progressive beef producers). **NOV. 17** . . . This is our first Range Bull Sale to be held at the ranch.

Write for catalog **TURNER HEREFORD RANCH
SULPHUR, OKLA.**

**NOV.
19
S. Dak.**

BONES BONUS HEREFORD SALE, NOV. 19

Parker, S. Dak.
50 BULLS and 30 BRED HEIFERS
Quality plus Pedigrees, plus lots of satisfied registered and commercial breeders. Cattle selling in excellent breeding condition. More top herd bull prospects than ever offered before. Write for catalog to:
BONES HEREFORD RANCH, PARKER, S. DAK.

**NOV.
28
KANS.**

SALE—Nov. 28, 1960

175 HEAD HEREFORD RANGE BULLS

✓ Check the record: CK Bulls produce the top feeder calves

"It's the performance that counts"

Write for catalog

**CK RANCH
Brookville, Kansas**

**NOV.
28
OKLA.**

PRODUCTION SALE—NOV. 28

25 BULLS, fertility tested and PRI registered . . .
25 females safe in calf.

DOMESTIC MISCHIEF POLLED HEREFORDS

Write for catalog

**OGEECHIE FARMS
Fairland, Okla.**

**DEC.
2
TEXAS**

JACK TURNER AND SONS SILVER CREST BLEND

of the Hereford Breeds—the very Tops

60 BULLS — 50 FEMALES

Write for catalog to 4901 Crestline Road, Ft. Worth, Texas

ESSAR ANGUS HERD SALE TO S. W. INSTITUTE TOLD

The Southwest Agricultural Institute recently acquired the entire Essar registered Angus herd formerly owned by the Texstar Corporation, in one of the largest registered Angus transactions, with more than 2,100 head involved. The purchaser, a non-profit group, will use the herd and the new property for continued research into the fields of genetics and selective breeding, as well as grasses, soils, conservation, feeding problems, etc.

CANADIAN AG. EXHIBITION NOV. 11-19 IN TORONTO

Canada's Show Window of Agriculture, a vast indoor agricultural show occupying 26 acres in one building will be held Nov. 11-19. The Royal Winter Fair, held each year at Toronto, shows the best products of agriculturists from coast to coast in Canada—all under one roof. Beef exhibits will include Angus, Herefords, Shorthorns, dual-purpose Shorthorns and Red Polls. Last year the event attracted 14,587 entries—some of them from the United States.

DENVER COMPLETES PLANS FOR NATL. WESTERN SHOW

Premium books for the 1961 National Western Stock Show, to be held Jan. 13-21 at Denver, have been sent throughout the United States and Canada, says General Manager Willard Simms. A new addition to the exhibition hall provides housing space for 1,300 breeding cattle and steers under one roof, so that all junior show steers will be placed in one building for the first time in the past 20 years of the 55-year-old show.

FIRST ANGUS RESEARCH MEET FORMULATES ASSN. STUDIES

During the first week of October 26 leading beef cattle research authorities of the United States gathered at St. Joseph, Mo., for the first annual American Angus research conference. The meeting, held in the offices of the American Angus Association under the general chairmanship of Dr. Ronald H. Nelson of Michigan State University, dealt with future research policies of the association.

SHORTHORN BULLS SCORE IN L.A. CROSSBREED TESTS

In crossbreeding studies of the past eight years at Louisiana University Experiment Station Shorthorn bulls are reported to have produced the highest-grading carcasses of the breeds tested. Test results also showed that Shorthorn crosses with both Hereford and Angus cows ranked highest in weaning weight, slaughter calf grade, rate of gain, weight per day of age and carcass grade.

AMERICAN HEREFORD ASSN. TOTALS REGISTRATIONS

In the fiscal year ended Aug. 31, 475,843 calves were recorded by the American Hereford Association. The total registrations for the 12-month period were 13,322 above the average of registrations in the past four years. Transfers totaled 301,948.

HOUSTON FAT STOCK SHOW MOVES ITS HQ. OFFICE

The Houston Fat Stock Show has moved its headquarters offices to 3003 Louisiana in Houston. General Manager Herman Engel reports this is the first move since the show was inaugurated in 1932.



"I just shot a deer on your place and figured you might want some of him."

37½ BECKTON RED ANGUS GO TO NEW OWNERS FOR \$30,335

Nineteen buyers from nine states and Canada took part in the annual field day and production sale of Red Angus at Beckton Stock Farm, Sheridan, Wyo. Senshaw Bros. of San Antonio, Tex., paid \$3,000 for a half-interest in a six-year-old proven herd sire; a Canadian buyer paid \$3,700 for a PRI registered young bull, and \$1,500 sent the high-selling cow and calf of the sale to Rebel Ranches, Colfax, Wash. The top five bulls averaged \$2,422; 14½ bulls chalked up \$941; 15 cows with calves made an \$879 average.

43 HEREFORD BULLS BRING \$49,000 IN CALIF. SELLING

At Auburn, Calif., last month Hereford breeders from California, Idaho, Oregon and Washington paid \$49,000 for 43 registered Hereford bulls at the Better Buy Hereford Bull Sale. Herschede Ranch, Hereford, Ariz., sold the top seller, a senior yearling, for \$5,900 to Dr. J. L. Price of Cottonwood, Calif. He also bought the second-high animal from Chandler Hereford Ranch, Baker, Ore., for \$5,000. Over-all average for the sale was \$1,143.

McDOUGAL HEREFORD TO BE AUCTIONED FOR CHARITY

A purebred Hereford steer donated by Harvey McDougal of Collinsville, Calif., is to be the 14th "Acacia steer" to be auctioned at the Grand National



Vice-President Richard M. Nixon congratulates 18-year-old Warren Lee Akins of Union Star, Mo., on showing his Angus steer to the grand championship at the Interstate 4-H Club Livestock Show in St. Joseph, Mo. More than 500 steers were entered in the show by farm youngsters in 43 counties in Nebraska, Kansas, Iowa and Missouri.

BULLS

FOR SALE AT PRIVATE TREATY

ABERDEEN-ANGUS CATTLE

Purebred and Commercial

N BAR RANCH, Grass Range, Mont.

Rocky Mountain SANTA GERTRUDIS PUREBRED BULLS AND HEIFERS CHEROKEE RANCH

Sedalia, Colo.

T. K. WALKER, Owner
Phone—PY 4-5700
(25 mi. South of Denver)

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

BREEDERS: Your ad will be read in the American Cattle Producer.

Livestock Exposition October 21-30 in San Francisco. Proceeds will go, as they do each year, for the benefit of Children's Hospital of the East Bay in Oakland, Calif. In the years the auction has taken place, the steers have earned more than \$55,000. The animal is the subject of a weight-guessing contest in addition to the auctioning.

IOWA 4-H GIRL SHOWS 2 TOP STEERS AT IOWA FAIR

Grand champion of the Iowa State Fair during which the World Conference Hereford Show was held last month was a steer calf of a 17-year-old Hereford cow, shown by a 17-year-old 4-H Club girl. Exhibitor of the 960# Hereford was Carol Minish, Dysart, Iowa, who also showed the reserve Hereford champion. The animals were named "Nixon" and "Kennedy." The grand champion was sold for \$1.51 a pound to Super Value Stores of Iowa.

ANGUS ASSN. APPOINTS NEW S. W. FIELDMAN

Ronald Blackwell of Ft. Worth, Tex., for the past three years secretary-treasurer of the Texas Angus Association, has been named southwestern field representative of the American Angus Association. His work will cover Louisiana, Texas and New Mexico, succeeding Milt Miller who recently became director of the breed group's field staff.

SANTA GERTRUDIS NOTES FIRST RATE-OF-GAIN TEST

The first rate-of-gain test for Santa Gertrudis heifers to be officially recognized by Santa Gertrudis Breeders International was completed at Laredo, Tex., in mid-September. At least 25 animals must complete a test before association recognition is given. The top heifer, from Las Minas Cattle Company at Laredo, gained 335 lbs. in the

112-day period to average 2.99 lbs. per day. Average daily gain for the 28 heifers entered was 2.42 lbs.

Two Santa Gertrudis bulls showed gains of 500 lbs. or more at conclusion of a 140-day Webb County beef cattle rate-of-gain test at Laredo last month, raising to 14 the number of bulls in that breed that have topped this figure in official Texas performance tests. An animal owned by Landreth Farms of Edinburg gained 535 lbs. to lead the test with average daily gain of 3.82 lbs. Second-high was a Las Minas Cattle Co. bull from Laredo which gained 500 lbs. to average 3.57 lbs daily.

Royal Livestock Exposition in Kansas City, Mo., Oct. 14-20; the Grand National Livestock Exposition, San Francisco, Oct. 23-30, and the International Livestock Exposition, Chicago, Nov. 25-Dec. 3.

TO FOLLOW PERFORMANCE TESTED CATTLE THROUGH LOT

Auction of large numbers of calves from performance-tested herds will be held at Humboldt, Iowa, Oct. 21 at the outset of an "on-farm" testing program to determine how well the animals do in the feedlot. Sponsoring the sale are Byron C. Hayes of the Humboldt Live-

PERFORMANCE REGISTRY SETS 1961 MEET IN TEXAS

The sixth annual convention of Performance Registry International will be held June 22-23, 1961, at Texas A.&M., College Station, Tex., PRI President F. R. Carpenter of Hayden, Colo., has announced. It was in Amarillo, Tex., in April of 1955 that a small group of interested persons conceived the idea of PRI, setting the first standards of excellence for performance tested animals and rules governing attainment of those standards.

LOOK WHO'S TALKING

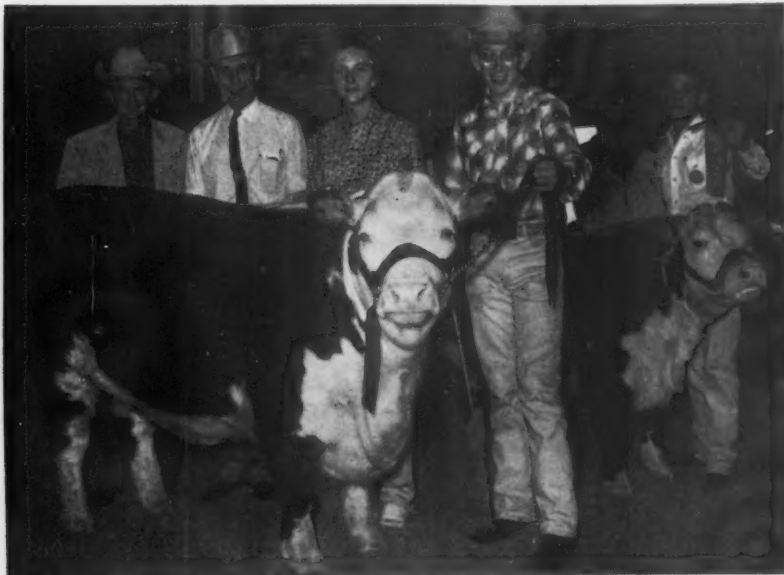
A young man lived with his parents in a public housing development. He attended the public schools and participated in the "free" lunch program. He entered the Army, then upon discharge retained his National Service life insurance. He enrolled in the state university, working part time at the state capitol to supplement his GI education check. Upon graduation he married a public health nurse and bought a home with a FHA loan, then obtained an RFC loan to go into business.

A baby was born in the city hospital. He bought a small ranch with the aid of the veteran's land program and obtained emergency feed from the government. Later he put part of his land in the soil bank and the payments soon paid out his ranch. His father and mother lived on the ranch very comfortably on their social security and old age assistance checks. REA lines supplied electricity, the government helped him clear his land, the county agent showed him how to terrace it and the government built him a fish pond.

He read books from the public library and his banked money was insured by an agency of the government. The child grew up, entered the public school, ate "free" lunches and rode the school bus, played in the municipal park and swam in the public pool, and joined the FFA. The man owned an automobile, so he favored the federal highway program. He signed a petition seeking federal assistance in developing an industrial project "to help the economy of his area," was a leader in a move to get a new federal building and went to Washington with a group to ask the government to build a great power dam costing millions so the area could get "cheap" electricity. He was also a leader in a move to get his specific type of business special tax write-offs and exemptions.

Then one day he wrote his congressman:

"I wish to protest these excessive governmental expenditures and attendant high taxes. I believe in rugged individualism. I think people should stand on their own feet without expecting handouts. I am opposed to all socialistic trends and I demand a return to the principles of our Constitution and the policies of states' rights."
—From "The Right Hand."



Grand champion steer of the 1960 New Mexico State Fair was the 1,146-pound "Bobby" shown by Don Woodburn and his sister Miss Gailon Woodburn of Roswell, N. Mex. Left to right, are Bill Sykes, president, New Mexico Hereford Association; Dr. Bruce Taylor, University of Arizona, judge; Gailon and Don Woodburn; and Norman Libby, Jr., of Bueyeros, holding the reserve grand champion. The grand champion steer was bred by Mrs. Linda Lambert, Mosquero, and the reserve grand champion was bred on the Libby Ranch at Bueyeros.

ANGUS CATTLE TOUR SEES HERDS IN NEBR. SANDHILLS

Almost 200 cattlemen and feeders from Iowa and Illinois attended a recent two-day Northwest Nebraska Angus tour which visited 21 herds in the Sandhills. Most of the herds seen by the group were relatively new, more than half of them less than five years old. They were located in the Hemingford-Chadron-Hay Springs area.

SANTA GERTRUDIS DISPLAY ANIMALS SELECTED

Santa Gertrudis Breeders International has announced that the animals have been selected to make up a composite display herd of breeding cattle for showing at three expositions this fall. President Vachel W. Lackey of San Antonio says the exhibit herd will consist of five bulls and five females averaging about 1,850 pounds in weight. They will appear at the American

stock Auction and several organizations of ranchers interested in gain-testing. Plans are being worked out to clear a system of feedlot data collection with an expert from Iowa State and it is expected that extension personnel will assist in periodic weighing of the cattle while on feed.

'CERTIFIED CHAROLLAIS' BREEDERS NAME GOFF SEC.

Richard (Dick) Goff, Denver livestock writer and advertising consultant, has been appointed secretary of the Association of Breeders of Certified Improved Charollais, according to Clint Ferris of Tie Siding, Wyo., the organization's president. New offices of the group are located at 731 East 17th Ave. in Denver. Goff was formerly editor of the Colorado Cattlemen's magazine, and prior to that served as national advertising manager for the Record Stockman, also in Denver.

FOREIGN NOTES

ARGENTINA

Argentine authorities have decreed that livestock north of the 40th parallel must be vaccinated for foot-and-mouth disease before they can be moved or slaughtered. The area south of the parallel is reported to be free of the disease. This is the first major move in a national program aimed at complete eradication of the disease in Argentina.

The Argentine Meat Board has announced a new method of buying cattle: The sale price is agreed upon when the contract is signed at the ranch. Final price will be determined on the basis of carcass grade and yield, but the value of each grade will be predetermined by the contract. Previously the rancher agreed to turn over his cattle to the buyer with the understanding that the prices to be paid would be determined at the date of sale or auction.

CUBA

The Cuban militia last month seized the Swift & Co. meat packing plant at Havana, an investment valued at \$5.5 million. Rumor had been heard that such action was contemplated, but control of the U. S.-owned plant in downtown Havana was seized without warning.

PHILIPPINES

The Philippines may lift a ban against imports of live cattle for meat purposes in effect since May. Officials say the country must import cattle to keep its own livestock supply from being exhausted.

AUSTRALIA

All classes of Australian livestock increased in numbers during the year ending Mar. 31, 1960. Cattle numbers were up 1% to 16.5 million; sheep up 2% to 155.2 million, and hogs up 9% to 1.4 million.

CANADA

Canadian farms on June 1 had 11,501,000 head of cattle and calves—an increase of 3.5% over a year ago. The western part of the country, which contains 82% of its beef cattle, shows a trend toward increasing numbers, with beef steers up 8%, beef heifers 3% and calves 4.5%. Most dairy cattle are quartered in the east, where increases were modest.

Detroit Working Force Likes Beef for Lunches

Eating habits and food preferences of workers in several of the Detroit area's large industrial plants were surveyed in a recent series of articles by Barbary Holiday in the city's Free Press daily. At Ford Motor Company's Livonia transmission plant, most of the workers

and executives questioned — whether they bought their lunches in one of the cafeterias or carried them in lunch kits from home — relied heavily on beef in their daily diets. Earl Triplett, food manager for all of Ford's 53 plants across the country, was quoted to the effect that, "Our customers like any kind of meat, so long as it's beef."

At the General Motors Technical Center in Warren, the story was pretty much the same — but here there was more diversification, with the 5,000 engineers, designers and production experts being more experimental-minded about such items as heart, brains, tongue, etc. Here, also, short ribs, Swiss steak and Hungarian goulash are big sellers, as are the desserts.

At Parke-Davis & Company, the pharmaceutical manufacturer, 65% of the employees are women — with a resulting change in menu. Luncheon steak was listed as a big favorite — but not veal. Chili ranked high — but salads, fish, fried chicken and many kinds of dessert did, too.

At the cafeterias of J. L. Hudson Company and the National Bank of Detroit — both heavy employers of young womanpower — salads and desserts, vegetables and put-together meals of several side dishes are frequent choices. However, here too those who "can stand the tariff" go for the ever-popular Swiss steak, roast sirloin of beef and, of course, choice steaks.

NOV. 17, 1960

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Electronics Now Used In Measuring Distances

Historically, distances have been measured by using some known standard length—the length of a man's stride, the distance a man can reach, a rope, a chain, or a tape, etc., says William H. Teller, cadastral engineer for the Bureau of Land Management in Our Public Lands.

In ancient times a rope was used, he says. It was first soaked in water, dried and then coated heavily with wax to insure constant length.

What the Egyptians used, however, in laying out their pyramids, he does not know, "but their measurements were remarkably precise:

"The Great Pyramid of Gizeh (Khufu), for example, is laid out with its base oriented to the four points of the compass. The base of the pyramid was so accurately measured that the four sides (9,068.8 inches) have an average error of only 6/10 inch in length and 12 seconds in angle.

Then Teller's story goes on to tell about advances in rapid and accurate measurement of distances from the very recent development of electronic measuring devices, largely the outgrowth of radio and radar developments perfected during World War II.

The new instruments operate on the principle of determining the distance between points on the earth's surface by measuring the time it takes an impulse of some sort (such as a radio wave) to travel from one point to another and return.

He explains that the BLM is now using portable electronic measuring devices in some of its survey work—"devices very much like the directional and distance measuring radar equipment used by the military services."

Readings are taken of transmitted beams (which travel about 186,000 miles a second) which give accurate measures of 10, 20 or even 30 miles or more with a "probable error of only about 3 parts per million, plus or minus 2 inches," Mr. Teller declares.

Even better than the Egyptians!

Homestead Era Saw 1.4 Million Places Taken Up

Since passage of the Homestead Act in 1862 more than 1,400,000 homesteads have been taken up on over 247 million acres that had been public domain, until now virtually all land suitable for agricultural homesteading has passed into private ownership. A new booklet by the Bureau of Land Management "Homesteading, Past and Present," covers the subject fully, from the beginning of the growth of the public domain to the present with its modern homesteading in Alaska. (Copies available from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. 15 cents each.)

The best way to keep your temper is in tact.

Rules Chicago Market May Deduct for Beef Promotion

The Packers and Stockyards Division of USDA has advised the Chicago Live Stock Exchange that its member commission firms may make deductions from sales of cattle at the Chicago market.

Only one prior consent card, signed by a consignor to authorize the deduction, will be necessary, Howard J. Doggett, director of P&SY, stated in a letter to Lee Miller, president of the Chicago Exchange. Deductions will remain in effect until withdrawn by the consignor, Doggett said.

The deductions will be voluntary on the part of livestock producers, Miller said. In the case of commission firms the procedure also is voluntary.

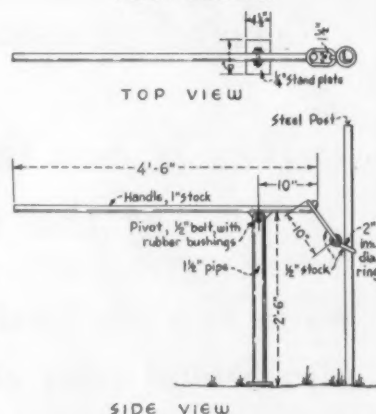
Prior consent cards numbering more than 3,000 signed by customers of the Chicago market, now can be filed immediately with the respective commission firms.

Deductions now will be 10¢ per head of cattle, 2¢ of which will continue to go to the National Live Stock and Meat Board; 8¢ will be forwarded to the Central National Bank & Trust Company, Des Moines, receiving agent for the Midwest Regional Beef Council, one of the seven regions of the National Beef Council.

Grazing fees on the public domain started out at 5 cents per animal unit month, were raised in 1947 to 6 cents with 2 cents extra for range improvements, and are now 22 cents an animal unit month, with the fee fluctuating with the average prices of livestock.

An Australian was trying to impress a Texan with the wonders of his country, but then the Texan saw a kangaroo. Drawled the man from the Lone Star State: "Ah'll grant you one thing, that's for sure. Your grasshoppers are bigger'n ours."

POST PULLER



Post puller, designed by Axel Dale Peterson of the Forest Service. Reproduced from Range Improvement Notes, published by the Intermountain Region, Forest Service, Ogden, Utah.

American Cattle Producer

Personal Mention

Two personnel changes have been announced by W. C. Crew, president of the Denver Union Stock Yard Company. **John O'Dea** has been named assistant to the president, resigning as executive secretary of the Denver Livestock Exchange to accept the newly created post. **Herschel M. "Bud" Hunt** is the new director of the exchange, succeeding O'Dea; he formerly held a similar position with the Bourbon Stock Yards at Louisville, Ky.

Mr. and Mrs. Berrian P. "Buck" Anderson, Jr., of San Rafael and Sonoma, Calif., have purchased the Climbing Arrow Ranch near Bozeman, Mont., for the Francisco family interests—**Dean D. Francis** of Chicago; **Richard N. Francis** of Bozeman, his son, and **Dorothy F. Ross** of Cleveland, his daughter. The transaction included 5,000 head of commercial Hereford cattle.

Clarence M. (Fergy) Ferguson was last month named assistant secretary of agriculture; he will also serve on the board of directors of the Commodity Credit Corporation. Since 1953 director of the USDA's Extension Service, Ferguson succeeds **Ervin L. Peterson** who left the department to become executive director of the Milk Industry Foundation in Washington.

Wade Lacy has been appointed executive secretary of the Arizona Cattle Feeders Association. He is a well known former government livestock market reporter, who during the past 18 years has been stationed at Sioux City, Sioux Falls, Wichita, Indianapolis, Louisville, Cincinnati, Baltimore, Phoenix and Clovis. He is a navy veteran.

Sid Nelson, who worked on the Sioux City, Iowa, market for 14 years as a brand inspector for South Dakota, is the new special investigator named to work directly under Chief Jim Holloway. Announcement was made last month by the South Dakota Stock Growers Association.

In the recent beauty parade at Atlantic City, one of five finalists for the Miss America title was Miss Indiana—**Tommye Lou Glaze**, daughter of **Thomas W. Glaze**, public relations manager for Swift & Co. at Chicago.

Dr. Clarence H. Pals has been named director of the meat inspection division, USDA, upon the retirement of **Dr. Albert R. Miller**. **Dr. Robert K. Somers** has been named associate director.

Carl J. Stephens was recently appointed general counsel for the USDA, succeeding **Frank A. Barrett** who resigned some time ago. Mr. Stephens is an Iowan.

Deaths

G. N. Swaffar: A cerebral hemorrhage was responsible for the death in mid-September of the father of Paul Swaffar, secretary of the American Hereford Association. The elder Mr. Swaffar, a farmer-cattleman, was a lifelong resident of Warner, Okla.; he was 81.

James A. Hudelson: The father of Nicholas V. Hudelson, president of the Kansas Livestock Association, and of Dr. John F. Hudelson, Kansas state veterinarian, passed away Aug. 5 at 91. His father, N. V. Hudelson, had started the family's cattle enterprise in 1880.

ANYONE YOU KNOW?

(We printed this over, but we believe it will stand repeating.—Ed.)

They tell this about a grizzled old cattleman who did not belong to the Cattle Association and always went his rugged, individualistic way. One day, he became very ill and sent for the family doctor, who upon examination said, "John, you are not long for this world."

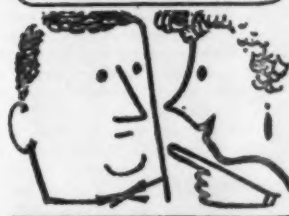
Calling his wife to his deathbed, the old-timer requested pencil and paper so he might name his pallbearers. He wrote a list of six names and handed them to his wife.

"Why, these men are all members of the Cattle Association," she exclaimed with amazement. "And you never paid dues to the association."

"I know that," her dying husband replied, "but they carried me all these years and bore my off-ranch burdens, and they might just as well bear me to my grave."

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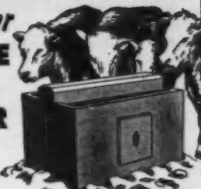
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Calendar

Oct. 21—California Cattle Feeders, board of directors, San Francisco.
Oct. 30-Nov. 1—Idaho Cattlemen's Assn., Boise.
Nov. 10-12—Oregon Cattlemen's Assn. convention, Medford.
Nov. 11-12—Nevada State Cattle convention, Elko.
Nov. 12-19—National Grange meeting, Winston-Salem, N. C.
Nov. 14-15—Industry-wide Beef Grading Conference, Kansas City.
Nov. 14-15—National Agric. Credit Conference (ABA) Denver.
Nov. 16—Nebraska Stock Growers' Quarterly meeting, Broken Bow.
Dec. 1-3—Arizona Cattle Growers meeting, Tucson.
Dec. 7-5—Oklahoma Cattlemen's convention, Tulsa.
Dec. 8-10—California Cattlemen's convention, Santa Barbara.
Dec. 9-10—Utah Cattlemen's convention, Salt Lake City.
Dec. 11-15—American Farm Bureau Federation meeting, Denver, Colo.
Jan. 11-13—Mississippi Cattlemen's convention, Jackson.
Jan. 13-21—National Western Stock Show, Denver.
Jan. 19-20—North Carolina Cattlemen's meeting, Raleigh.
Jan. 22-25—Nat'l Wool Growers Assn. convention, Denver.
Jan. 25-28, 1961—64th annual convention, American National Cattlemen's Assn., Salt Lake City, Utah.
Feb. 20-21—Louisiana Cattlemen's Assn., Shreveport.
Feb. 22-23—Alabama Cattlemen's Assn., Montgomery.

CHICAGO LIVESTOCK PRICES

	Sept. 26, 1960	Sept. 24, 1959
Steers, Prime	\$24.50-27.00	\$27.75-29.75
Steers, Choice	23.75-25.75	26.00-28.25
Steers, Good	21.75-24.25	24.50-26.75
Steers, Std.	21.00-22.00	22.75-25.00
Cows, Com.	14.25-16.50	17.25-18.50
Vealers, Gd.-Ch.	22.00-25.00	32.00-34.00*
Vealers, Std.	17.00-22.00	26.00-32.00
F.&S. Strs., Gd.-Ch.	21.00-27.50	25.00-34.50
F.&S. Strs., Md.	18.50-22.00	23.00-26.50
Hogs, 180-240#	17.25-18.00	13.50-14.15
Lambs, Gd.-Ch.	15.50-19.50	19.00-21.00
Ewes, Gd.-Ch.	4.00- 5.00	3.50- 4.50

(*Good only)

WHOLESALE DRESSED MEATS

	Sept. 22, 1960	Sept. 24, 1959
Beef, Choice	\$39.50-44.50	\$43.00-45.00
Beef, Good	37.50-42.00	42.00-44.50
Beef, Std.	35.00-39.50	39.00-42.50
Veal, Prime	50.00-53.00	54.00-57.00
Veal, Choice	48.00-51.00	49.00-53.00
Veal, Good	41.00-48.00	43.00-50.00
Lamb, Choice	38.50-44.00	42.00-46.00
Lamb, Good	37.50-42.00	42.00-46.50
Pork Loin, 8-12#	46.00-49.50	44.00-47.50

COLD STORAGE HOLDINGS

	Aug. 1960	July 1960	Aug. 1959	5-yr. Avg.
Frozen Beef	140,753	135,454	152,461	114,712
Cured Beef	10,122	10,126	10,374	9,806
Total Pork	218,796	294,242	183,745	180,427
Veal	7,797	7,742	7,981	9,167
Lamb, Mutton	13,805	13,178	14,605	9,701

FEDERALLY INSP. SLAUGHTER

	Cattle	Calves	Hogs	Sheep
Aug. 1960	1,787	450	5,283	1,240
Aug. 1959	1,449	359	4,977	1,010
8 mos. 1960	12,667	3,277	44,121	9,054
8 mos. 1960	11,319	3,095	42,989	8,836

(Cow and heifer slaughter made up 42.8% of total federally inspected cattle slaughter, against 43.4% in August 1959; for the eight months it was 42.2% in 1960 and 42.1% in 1959.)

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